IDG World Update
Index 1994

January 3 — "What's in store for '94?" (special issue)

January 10

PCW	PCW introduces online shopping mall Exec/Direct
NW	Network World launched *Collaboration* supplement
TechM	Desktop Video World to increase paid circ. in Feb.
IDG Sweden	Apple, IBM exhibit at MacWorld Expo/Stockholm
PCW	PCW introduces Top 20 list in its systems reviews
CW	Computerworld launches employee newsletter
Egypt/MidEast	PCW Middle East introduces multimedia section
IDG	Ask Walter Boyd
IDG	Business units at or above plan for 4th qtr, FY93
IDG	Chair. Council escorts elderly to Festival of Lights
IDG	Computer Press Awards nomination deadline
NW/CW	NW tops CW in annual WEEI 590 fundraiser
IDG	Cartoon caption winner

(Insert: IDG World Update Reader Survey)

January 17

WE	World Expo creastes Internat'l Support Center
IFTW	*Electronic Entertainment* debuts in December
IDG	IDG HR recruits via online executive database
IDG	Ask **Ted Bloom**
IDC	**Paul Pastrone** wins 1993 Peacock Award
WE	**Janet Morita, Martha Watjen** are CVA winners
IDG Books	Chairman's Achiever: **Marc Mikulich**
IDG P'borough	10th anniversaries for 13 staff members
IDG	New cartoon

January 24

IDG	Earthquake sways staff in Los Angeles
MW/WE	*Macworld* and "Expo" celebrate 10th anniversary
PCW	*PC World* announces SOHO series with Newsweek
IDG/China	World Celebrity Concert Series debuts in China
WE	Object World/Boston is bigger and better
IDG	Ask **Bill Murphy**
TechM	*Desktop Video World* exhibits at MW Expo
IDG Switzerland	Off-site: **Andreas Fischer**, painter
IDG/IDG France	Chairman's Achievers: IDG/C France Finance Dept.
IDG List Svcs.	Do-er's Profile: **Mary Ann Doolin**

January 31

Australia	Australian employee fights bush fire near Sydney
IDG	Preview of revamped IDG employee survey
Pakistan	IDG signs deal for *PC World Pakistan*
NW	NW's Internet scoop picked up in national press
Romania	**Dave Hill** visits Bucharest, gives TV interviews
IDG	Ask **Rob Garrestson**
IDG	STAR Award winners: **Kevin Burns**, **Lynne Mongardi** and **John Ferris**
MW	Chairman's Achiever: **Anne Nichols**
IDG	New cartoon

February 7

IDG/MSD	Global Summit strengthens ties with top clients
IW	*InfoWorld Direct* editorial to be incorporated in *IW*
IDG Germany	*PC Welt* continues impressive growth
Asia Support Ctr	ASC newsletter fosters entry into Asian IT markets
IDG	Ask **Walter Boyd**
IMS	Chairman's Achievers: **Marsha Acquafresca**, **Lynn Christofferson**, **Sheryl Merchant**, **Maureen Rondeau**
IDG	F'ham employees focus on health and safety
IDG	Cartoon caption winners

February 14

IDG Books	IDG Books rises to No. 2 in market share
IDG	First quarter has company on track for record year
CIO	*CIO* earns two Ozzies for design excellence
IDG Argentina	**Myriam Contreras** wins animated movie contest
Thailand	*Thai Computerworld* relaunches in English
IDG Italy	IDG Italy launches *PC Shopping Italy*
IDG Germany	*Macwelt* teams with vendor on CD-ROM project
Macworld	Ask **Jim Martin** (part 1)
WE	Collaboration is key to ComNet'94 success
FCW	*FCW* introduces new design, collab. supplement
MultMeWrld	Chairman's Achiever: **Damon Dean**
IDG	Employees mark five-year milestone
IDG	New cartoon

February 21

IDG	Summary of European Managers Mtg. in Oslo
Australia	IDG signs license for *Publish* in Australia
NW	Copy editors, artists, writers team up at *NW*
Macworld	Ask **Jim Martin** (part 2)
IDG Books	IDG Programmers Press publishes first two books
IDG	In memory: **Jay Boviard**
IDG	Call for suggestions for customer service issue
IDG	Chairman's Achiever: First quarter winners: **Ann Nichols** (winner), **Marc Mikulich** and **Mayumi Oyamada**
IPS	Do-er's Profile: **Lisa Ryan-Bonfantino**

(INSERT: HR Update)

February 28

CW	*CW*'s recruitment adv. share continues to rise
MW Japan	Mac's popularity evident at MACW. Expo/Tokyo
IDG WU	W.U. Reader Survey recap: letter from the publisher
IDG Taiwan	*Global Computer Express* closes
IDG	Ask Walter Boyd
IPS	IDG PR Service growing steadily
IDG	Business units exceed first quarter goals
IDG Hungary	*PCW/Macworld Hungary* celebrate 2nd birthday
IDG	Cartoon caption winners

(INSERT: East/West Collaborative Training list)

March 7

IDCG	IDC Government annual conf. draws record crowd
MSD Eur.	Eur. mgrs. hold first unofficial MSD mtg. at Olivetti
IDG Australia	Awards honor memory of IDG Australia journalists
NW	*NW* managers carve time for strategic planning
IDC	Ask **Kirk Campbell**
NW	*NW* fundraising effort nets entrée to Celtics practice
CW,IDGRes.	10th anniversaries: **Jim Connolly**, **Paul Fitzpatrick**, **Derek Hulitzsky**, **Pauline Smith**
IDG Austria	Chairman's Achiever: **Pauline White**, Laurentian Technomedia
IDG	New cartoon

March 14

IDC	IDC celebrates 30th anniversary at gala party
IDC	IDC holds 29th annual briefing session in Boston
IDC	**David Moschella**'s top ten predictions
IDC/IDG	Ask **Pat McGovern**
IDC	Chronology of IDC highlights from past 30 years
IDC	Where were you on Feb. 26, 1964?
IDC	IDC Trivia

March 21

IDG	Latin market looks bright, managers say
ETA	ETA announces new products and enhancements
GITG	Ask Edie Holmes
IDG/CW/IW	*CW* support center has first product line mtg.
IDG/CW/IW	Tips from the *CW* product line meeting
IDG	Country roundup from Latin managers meeting
IDG Austria	Chairman's Achiev.: **Sylvia Krammer**, IDG Austria
IDG	Cartoon caption winners
IW	Do-er's Profile: **Anne Ryder**, InfoWorld

March 28

IDG HR	HR Sales Training session gets rave reviews
IDG HK, Sing.	Asia CW decentralizes, forms IDG Hong Kong, Singapore offices
IDG Hong Kong	*CW Hong Kong* celebrates 10th anniversary
IDG	Ask **Bill Murphy**
IMI	IMI shuts down *NeXTWORLD*
IDG	Reminder of U.S. editors meeting
East/West	East West Foundation finds new homes for used PCs
CW	*Biz Week* runs Computers/Classrooms Found. ad
IW	Olympic spirit fuels *InfoWorld*'s nat'l sales meeting
MW	Off-site: **Niki Stranz**, Macworld
IDG Italy	Chairman's Achiever: **Cristina Brioschi**, IDG Italy
CW	10th anniversary: **Matt Smith**, Computerworld

April 4

Special Issue: Customer Service

- "Great Ideas" to keep current customers happy
- Successful promotions; *NW*'s cust. srvc. award
- **Kelly Conlin**, **Ken Kaplan** and **Colin Ungaro** discuss customer service in their organizations
- "Coupon" for suggesting articles for special issues
- IDC declares 1994 the year of customer service
- IDCG creates client services program
- New cartoon

April 11

Colombia	Colombia licensee launches *PCW*, opens IDC office and celebrates 100th issue of *CW Colombia*
IDG	IDG names four member mgmt. committee: **Jim Casella**, **Kelly Conlin**, **Ted Bloom**, **Susan Petrie**
Indonesia	New Indonesian licensee to use PCW material
IDG	Mngement. Publishing Institute held on West Coast
IDC	Ask **Gigi Wang**
IDG	Senior Executive Forum targets growth, leadership
IDG	Long Range Planning Preparedness Meeting photos
IDC	IDC's Latin American managers plan strategy
PCW	Chairman's Achiever: **PCW Art** and **Edit. Depts.**
PCW, WE, IW	Quarterly receptionist winners: **Tracy Kenny**, **Dody Keefe**, **Paul Smith**
IDG	Reminders about circulation, online function mtgs.
GITG	Off site: **Agnes Vanek**, *FCW* (sport fisherman)
PCW/CW	*CW*, PCW lead pubs in % revenue gain in 1993
IDG	Cartoon caption winners
IDG Germany	20th Anniversary: **Shirley Kohn**, IDG Germany

April 18

IDG	Publishing Institute reflects IDG's diversity
World Expo	World Expo pulls off record-breaking UniForum '94
FCW	*FCW* hosts most successful Federal 100 yet
FCW	Barred from FOSE, *FCW* still manages a high profile
IDG	Ask **Walter Boyd**
World Expo	Free seminars help WE's customers, prospects
Adv. Systems	**Stan Vanocur** is publisher of Advanced Systems
IFTW	**Bruce Gray** named Sr. VP, COO at Infotain. World; **Ron Resnick** appointed vp of book division
Israel	Chairman's Achiver: **Wanda Refaely**
IDG	New cartoon

(INSERT: Chairman's Council Newsletter)

April 25

IDG Books	*Personal Finance For Dummies* sets record pace
IDG	IDG pubs reap honors at Computer Press Awards
Portugal	Licensee unveils Portugal's first IT catalog
IPS	News Service staff survives CeBIT
IDC	IDC West hosts 30th anniv. bash before briefing
Egypt/Mid East	PCW & CW Middle East earn publishing award
IDG	Ask Mark Belinsky
CIO	CIO celebrates growth at expansion party
MW, PCW	10th annivs: George Clark, Deb Branscum, Barbara Lewis
IDG	Chair. Council's "ARBORque" announcement
IDG	IT Trivia contest: review of last 3 WU issues

(INSERT: March/April HR Update)

May 2

CW	CW aquires Response Technologies International
IDG	First CW product line meeting held in Hong Kong
IDG	IDG well represented at Maggie Awards
NZ/Australia	*Australian PCW* featured in down under TV soap
TechMedia	*Desktop Video World* changes name to *Digital Video*
IDG	Ask **Pat McGovern**
ETA/MSD	ETA/MSD team up in CD-ROM project
WE	Info. Superhighway Summit planned for Sept.
ETA	Chairman's Achiever: **Ellen Wiedenbauer**, ETA
IDG	Cartoon caption winners

May 9

NW	*Network World* posts record issue at Interop
IDG	Marketing/Research function meeting is best ever
IDG France	IDG/IDC France put to the test with trivia quiz
IDG	Ask **Bill Murphy**
CW	Off site: **Carl Marchi**, CW, geneologist
IDG	IDG's **John Kelley** serves time for a good cause
IDC	IDC Boston Marathoners collect for cancer research
WE	Chairman's Achiever: Digital Exec Program Team
CW	CW volleyball team raises $1,200 for Easter Seals
IDG	New cartoon

May 16

IDG	Wrap-up of European managers meeting in Warsaw
IDG Books	IDG Books hosts birthday bash to celebrate 4 years
IDG Germany	*Macwelt* wrests No. 1 spot from competitor
IDG	IDG, Ziff plan fundraising challenge for AIDS walk
TechMedia	Commodore liquidation renews AmigaWorld's focus
IDG	Ask **Walter Boyd**
Connell Comm.	Chairman's Achiever: **Runi Estes**, Office Svcs. Mgr.
IDG	Chairman's Achiever second quarter winners: **Pauline White**, Canada; **Damon Dean**, *MMW*; *PCW* Art and Edit Depts.
IPS	IDG News Service offers apartment for journalists
CW	Corp. values at work: **Gary Beach** and **Steve Woit**

(INSERT: Description of "Local Loop" classifieds, coupon, sample ads)

May 23

Ukraine	IDG plants flag in Ukraine with *CW Kiev* license
CW	CW publishing posts go out to bid at charity auction
IDG	IDG enjoys record gains in FY94 second quarter
IDG	List of business units that meet or exceed plan.
IDG Italy	Windows World/Milan expands on all fronts
CIO	Ask **Joe Levy**
Germany	IDG signs license with German firm for *GamePro*, *E2*
Greece	IDG signs license for Greek editions of *MW*, *Publish*
Costa Rica	IDG signs license for *PC World Costa Rica*
IDG Sweden	PC World Expo/Stockholm exceeds expectations
IDG	Circulation function meeting aids idea exchange
World Expo	Employees eligible for passes to World Expo events
List Services	Outside client augments List Services' reputation
IDG	Sample of Qs&As from 1994 Computer Bowl
IDG	Personnel and overview of travel benefits from Thomas Cook; first travel column
IDG Books	Chairman's Achiever: **Chris Williams**
IDG	Winners of ITrivia contest (from April 25 issue)

May 30	
Canada	*InfoCanada Reseller World*, *C/S World* debut
China	PC World/LAN Expo draws thousands to Shanghai
IDG	Financial Managers Meeting spawns ongoing work
InfoWorld	Ask **Jim Casella**
China	Second notebook show held in Shenzhen
IDG	10th anniversaries: **Mary Rinaldo**, **Barbara Sands**, **Marcia Farrington**, **Val. Sanclemente**
IDC	Fourth European IT Forum to be held in Rome
World Expo	IDG World Expo opens office in San Mateo, Calif.
IDG	Cartoon caption winners

(INSERT: VIP tickets for SunWorld Expo)

June 6	*Special Issue: IT Expos*
World Expo	Why expos provide unique marketing opportunities
World Expo	World Expo and the IDG trade show objective
World Expo	List of key show managers
World Expo	10 reasons to contact WE's Global Support Center
World Expo	Excerpts from the Trade Show Planner
World Expo	Q&A with **David Brandin**, exec v.p.
IDG N.Zealand	IDG NZ finds winning formula in CW Expo
IDG Norway	IDG Norway's IT-Expo finds publication synergies
IDG Norway	Tips for surviving "show business"
PC World	*Multimedia World* pavilion boost bottom line
TechMedia	*Digital Video* gets max. exposure at min. cost
TechMedia	*Digital Video* trades expertise for visibility
TechMedia	Inexpensive visibility without being at a show
Macworld	*Macworld* leverages visibility through shows
IDG	Calendar of selected IDG-sponsored events
IDG	Giveaways, gimmicks attract attendees to booths

June 13	
IDG NZ	IDG NZ launches *Guide to Buying a PC*
IDG Italy	MACWORLD Expo/Milan draws crowds
MW	*Macworld* editors from 11 countries meet in Milan
IDG	On line: **Pat McGovern**
IDC	LINK launches first worldwide P-3 study
WE/NW	WE, *NW* plan Network World Unplugged show
IDG	Reminder about U.S. editors meeting
IDG Italy	IDG Italy taps new users with two-part strategy
MW	Chairman's Achiever: **Angelina Beitia**, *Macworld*
IDG	Cartoon caption winners

(Introduction of new design)
(INSERT: First edition of Local Loop classifieds)

June 20	
CW/IDG	CW Smithsonian Awards honor high tech heroes
IDG Books	IDG Books has fun at ABA convention
IDG	On line: **Walter Boyd**
Israel	Spotlight: Israel's People & Computers
IDG	East Coast employees raise $30,000 for AIDS Walk
IDG	Boardroom renamed in honor of Jay Boviard
IDC	10th anniversary: **Bob Callery**, IDC
June 27	
Uruguay	IDG signs deal for *PC World Uruguay*
WE	ComNet Prague delivers timely telecom info
FCW	*Federal Computer Week* wins two ASBPE awards
NW	**Sue Champeny** wins ASBPE Award
New Zealand	NZ's **Chris Barton** wins editorial award
BCP	Business Computer Publ. to launch *Maximize*
IDG	On line: **Bill Murphy**
CW	CW Product Mtg. in Oslo focuses on elect. publish.
IDG	Sales Managers Mtg. looks at training, productivity
IDG Australia	Chairman's Achiever: **Christine Gould**
IDG	New cartoon
(INSERT: HR Update)	
July 4	
IDG Switz.	*PCtip* debuts as SOHO supplement in daily paper
IDG	European Publishing Institutes is a success
IDC	On line: **Alexa McCloughan**, vp/financial services
IDG	Round-up from Asia/Pacific Managers Meeting (NZ)
InfoWorld	Off site: **Peter Holm** (knitting)
IDG	Make travel plans now for Comdex
WE	World Expo Corp. Value Achievers: **Cathy Gibson** and **Lisa Hughes**
IDG Italy	10th anniversary: **Maria Grazia Rovati**
July 11	Special Issue: IDG: Who Are We?
IDG	- List of publications by country, profile of IDC, IDG Books and World Expo, and snapshot descriptions of all other IDG business units.
(INSERT: The Local Loop)	

July 18

WE/IDG Japan	Windows World/Tokyo draws 102,226 attendees
South Africa	IT Media launches *Software World*
MW	Folio chronicles *Macworld*'s digital ad expertise
Romania	*Telecom Romania* debuts
Sweden	IDG listed as one of Sweden's high growth firms
IMI	*Advanced Systems* delivers biggest issue ever
IDG	On line: **Walter Boyd**
IDG/IDC Italy	IDG/IDG Italy produce first TeleComNet show
South Africa	IT Media sponsors its first conference
WE/China	IDG acquires stake in China's largest expo co.
IDG	First Asia/Pacific Senior Exec. Forum held in NZ
Israel	People & Computers launches *Multimedia*
IDG	IS managers share strategy at function meeting
IDG	*World Update* editors welcome Argentine visitor
IDG	Travel Column from Thomas Cook Travel
IDC	10th anniversary: **Lee Doyle**, IDC
IDG HR	Chairman's Achiever: **Matt Somers**
IDG	**Nancy Newkirk**, INROADS interns honored
IDG	Additions to 7/11 issue: IDG Credit, Telecom depts.

July 25

World Expo	Teamwork, new features make SunWorld best yet
Indonesia	New licensee to incorporate Computerworld
IDG Germany	*PC Welt* surges to No. 1 spot in Germany
IDG Research	IDG Research opens office in San Francisco
PCW/MMW	*Multimedia World* to launch buyers guide
IDG Books	*Windows 3.1 Configurations SECRETS* and "Dummies" title on multimedia/CD sell fast
IDG List Svcs.	On line: **Deb Goldstein**
IDG	Wrap-up of U.S. Editors Function Meeting
IDG	Small notice for photo calendar contest
IDG	Cartoon caption winners
CW	10th anniversary: **Rick Buroni**, *C W*

August 1

FCW	*FCW* hacker story on page one of *NY Times*
IDG	First online function meeting held in California
IFTW	Infotainment World to produce E3 Expo
IDG	Production managers explore potential synergies
IDG	On line: **Pat McGovern**
EMS	EMS outlines plans for Cybermart
IDG	Announcement of photo calendar contest
IDG Australia	Australia cartoon caption winners display wares
IDC	10th anniversary: **Ed Acly**

August 8

IW/IDC/WE	IW/IDC/WE team up for NII poll
CW	*CW*'s *Best Places to Work* issue yields triple benefits
Tech Media	Tech Media launches Planet Studio newsletter
Portugal	PC World Portugal reports record sales in April
IDG	On line: **Bill Murphy**
Telcom Group	Spotlight: IDG Corporate Telecommunications Group
IDC/HR	Two Technology Briefing Sessions slated for Sept.
China CW	10th annvs: **Liu Yaying**, **Li Xiuquin**, **Xue Ruzhen**
IDG	New cartoon

August 15

IDC U.K.	IDC U.K. earns ISO 9001 quality accreditation
WE	Synergies abound at Object World/San Francisco
China	IDG High Tech Beijing produces IT directory
PCW	Ask **Pat Kenealy**
IDG	INROADS program grows; seven interns sign on
IDC	IDC Execellence Award winners: **Carey Azzara**, **Mike Ault**, **Barbara Kitzis**, **Iain Gillott**
IDG	Reminder for photo calendar contest
IDG	10th anniversary: **David Sanders**

(INSERT: Local Loop)

August 22

MW	MACWORLD Expo/Boston draws close to 50,000
IDG	Fluegelman Internship Program proves its worth
China	**Pat McGovern** meets electronics industry minister
IDG	Ask **Walter Boyd**
IDG	Thomas Cook Travel column
IDG	West Coast Employees Net $11,838 in AIDS walk
IW	10th anniversary: **Bob Wallace**

(INSERT: HR Update)

August 29

IDC Canada	IDC Canada celebrates 10th anniversary
IDG Books	IDG Books' novel sales premiums pay off
IDC	IDC announces Internet Communications CIS
Portugal	Portugal's *C.I./CW* exceeds circ and ad records
ExecuTrain	ExecuTrain breaks ground for new headquarters
Norway	PCW Norge staff seeks online experts as resource
IDG	Ask **Pat McGovern**
IDG	IDG HR hosts Polish personnel manager
MMW/PCW	Multimedia World Online debuts
IDG	IDG runners compete in Chemical Corp. Challenge
IDG	Reminder for photo calendar contest
InfoWorld	10th anniversary: **Doug Barney**

September 5

IDG	IDG beats competition in IDG Image Survey
IDG	IDG U.S. revenues make Folio top 10 list
ETA	ETA to launch The Internet for Everybody
MSD	IDG to cosponsor syndicated reserach seminars
IDG	Second Online Function Meeting slated for Boston
IDG	Ask **Bill Murphy**
IDG	Boviard Corporate STARs: **Betsy Buma, Debi Temple, Lynne Christofferson**
IDG	Last call for photo calendar contest
IDG Italy	Chairman's Achiever: IDG Italy
IDG Books/MW/ Israel	Ch. Ach. 3rd qtr. awards: **Chris Williams** (winner), **Angelina Beitia, Wanda Refaely**
IDG	Boston area employees celebrate five year annivs.
IDG	Cartoon caption winners

September 12

CW	*CW* names new publisher, readies for future growth
IDG Netherlands	*Computer!Totaal* moves in on the competition
China	*Electronics Internat'l* renamed *Computer & Communication*
IDG Czech.	IDG Czech welcomes colleagues at Invex '94
CW	*CW* ushers out the remains of the old Atex system
IDC	IDC holds customer service day
IDC Scand.	Ask **Edward O'Hara**
NW	*NW* sets sail for a banner FY95
IDG Books	Chairman's Achiever: **Trudy Neuhaus**
IDG	Chairman's Council sponsors picnic for elders
CW	10th anniversary: **Sherry Driscoll**

September 19

IW/MAC	**Jim Martin** takes the helm at *InfoWorld*
IMS Europe	IMS/Europe created to form p'ships with clients
PCW	*PCW* forms publishing, new media, newsletter divs.
IPS	IDG gets Business Wire feed in deal for PR Service
IDG	Ask **Walter Boyd**
IDC	IDC produces comprehensive Mac data
IDG China	IDG China, Penton collaborate on Elect.Prod.World
IDG	Phone survey winners honored: **Pat Wheeler** (ASC), **Linda Follin** (FCW), **M.Aquafresca** (IMS)
MMW	Chairman's Achiever: **Janett Kennedy**, MMW
CW	10th anniversary: **Dave Peterson**
IDG	New cartoon

September 26

IDG	**Kelly Conlin** now IDG president, **Jim Casella** COO
IDG	Q&A re new mgmt. changes, **P. McGovern** remarks
PCW	*PC World* and *Child* publish "Computing for Kids"
IDG	Ask **Bill Murphy**
IDG China	IDG signs agreement for *Popular Computing Week*
IDG China	IDG China holding company to be formed
IDG Spain	IDG Spain, **Pat McGovern** win three awards
IDG Books	IDG Books Merchandising Program offers service
CIO	*CIO*'s "Grand Slam" anniversary event is a smash
IPS	10th anniversary: **Penny Winn**

(INSERT: Local Loop)

October 3 — Special Issue: Ancillary Products

- Interview with **Bill Reinstein**, vp of business development, *Network World*
- samples of revenue-generating products
- charts depicting non-advertising revenue per reader for each of the major publication product lines

October 10

IDG	IDG's European managers gather in Sweden
China	IDG to publish *Electronics Week*
South Africa	South African licensee launches Cape Town show
IMI	*Publish* awards honor electronic pub. innovators
PCW	*Multimedia World* sets revenue record
WE	Mitch Hall to manage SunWorld Expo
IDC U.K.	Ask **Simon Pearce**
IDG Italy	Off-site: Elvis fan **Bruno Agostini**
IDG	Thomas Cook's travel column
CW	CW Burlingame sails on San Francisco Bay
IDC Canada	10th anniversary: **Maureen Mottonen**

October 17

IDC	IDC stages fourth European IT Forum
Singapore	*PC World* relaunched in Singapore
IFTW	*GamePro* cosponsors worldwide video game tourney
IDG	Ask **Pat McGovern**
Macedonia	IDG signs license for *PC World Macedonia*
IDC/IDG HR	IDC and IDG HR host Technology Trends briefings
IDG	Inc. reprint of 1965 **Pat McGovern** office memo
IDG	Cartoon caption winners

October 24

List Services	IDG List Services winds up banner year
Pakistan	*PC World Pakistan* debuts
Brazil	IDG Brazil publishes Comdex show daily
IDG	Ask **Kelly Conlin**
InfoWorld	*InfoWorld* account managers share expertise
IDG	"Life Before IDG" feature announced
IDG	Various biz unit summer outings (photos)
IDG	New cartoon

(INSERT: HR UPDATE)

October 31

World Expo	Information Superhighway Summit debuts
MW	*MW* demographic study draws 150,000+ returns
IDG	IDG's Comdex booth stands tall
IPS	Journalists welcome at News Service newsroom
Bulgaria	Bulgarian licensee exhibits at Plovdiv Fair
ID	Ask **Jim Casella**
CW	Off site: **Judy Schultz** (cake decorator)
Mitch Hall	Mitch Hall bans adult materials at shows
IDG Singapore	CW Southeast Asia renamed CW Singapre
CW	10th anniversary: **Lory Dix**, *Computerworld*

November 7

IDG Germany	*Computerwoche* celebrates 20 years
IDG	IDG acquires 11 titles from Europress Publications
IDG Brazil	*PC World Brazil* journalists take top honors
IDG Books	IDG Books rolls out IntroGraphics series
Japan	New licensees in Japan for *IW* and *AmigaWorld*
Ireland	Irish licensee introduces *PC Live!* for SOHO market
IDG	Ask **Bill Murphy**
IDG	Reaction to sale of Ziff-Davis to Forstmann Little
IDC/Egypt	IDC Middle East; Egyptian pub licensee at show
IDG	Business units that met/exceeded plan for FY94
IDG Argentina	On the Job: profile of **Claudia Sans**
IDC	IDC Excellence Award winners: **Cindy Borovick**, **Marcia Farrington**, **Ted Julian**, **Karlyn Gale** and **Debbie Clifford**
IDC	IDC Sales staff announces year-end awards
IDG Books	IDG Books rolls in charity bed race
MMW,IDG Books	
IDG Italy	Chair. Achiev. Q4 winners: **Janett Kennedy**, **Trudy Neuhaus**, IDG Italia team
CW	10th anniversary: **Charlie Babcock**, CW

(INSERT: Local Loop)

November 14

IDG	IDG Global Market Kit underscores IDG's reach
PCW	PC World Newsletters rolls out new products
IDG	Wrap up of East/West Mgmt. Publishing Instits.
IDG	Ask **Nancy Newkirk**, IDG IS
IDG	IDG Hungary launches two titles, boosts circulation
IDG/IDC	Videotapes available of Technology Trends sessions
IMI	10th anniv.: **Michael McCarthy**, Adv. Systems

(INSERT: IDG Global Communications Update)

November 21

Research Svcs.	IDG Research Services continues to grow
IDG	Worldwide managers plan IDG future at summit
IDG	Chairman's Cup winner Gary Beach and others accept publishing awards
IDG	Ask **Bob Metcalfe**
IDG	A sampling of great ideas from worldwide mtg.
IDG Irvine	IDC Irvine celebrates Halloween
World Expo	World Expo names corporate value achievers
CW	10th anniversary: Christine Curry, CW

(INSERT: Lotus Notes training information)

November 28

Finland	*Mikro PC* sets publishing records
IDG	*Buyers and Your Brand* research unveiled
PCW	*Multimedia World* boost circ with *CD-ROM World*
IW	*InfoWorld* shows off redesign at Comdex
NW	*Network World* uses new paper grade
IFTW	GamePro teams with Sega and Kmart for promo
IDG	Ask **Jim Casella**
IDG	Corporate travel column
IDG Brazil	On the Job: **Ronald Weiselberg**, circ director
IDG	Cartoon caption winners

(INSERT: Chairman's Achievers nomination form)

Volunteers needed for IDG's Planning Preparedness Groups

- PAGE 6

IDG continues its global conquest in 1994

- PAGE 7

***InfoWorld's* Robert X. Cringely looks into his crystal ball**

- PAGE 12

IDG World Update

VOLUME 24, NUMBER 1

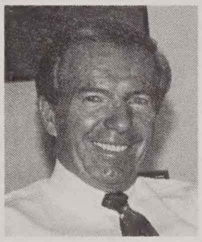
JANUARY 3, 1994

What's in store for '94?

IDG employees worldwide talk about the challenges facing their units in the new year as well as the opportunities for growth and new ventures.

Which areas of the world are likely to see some recovery in 1994 and which are not?

***Bill Murphy,** Executive VP/Finance*



In the U.S., we should continue to see moderate Gross Domestic Product growth in the range of 3%. Latin and South America should continue to grow at above average rates of growth in the 5% to 10% range. In the Far East, Japan should begin to recover as fiscal stimulus takes hold and China and Southeast Asia should continue to grow at rates in the high single digits.

Europe, for the most part, continues to stagnate. Germany is pushing interest rates lower, and while the indicators are turning positive in most EEC countries, most economists still look to the latter part of 1994 before seeing any meaningful recovery across Europe.

Most important, excess global capacity combined with slack demand continues to make the case for low inflation rates in the major industrialized countries.

What do you feel is the key to a successful year for IDG in 1994?

***Pat McGovern,** Chairman, International Data Group*

The key to IDG's success in 1994 is the sharing of know-how — exactly what you see reflected in this issue of *IDG World Update*. Looking back over 30 years, our successes have always been generated by empowering individuals to try new ideas and then sharing their success stories with others.

IDG operates a flat organization with colleague-to-colleague idea sharing as an important ingredient in everyone's success. This approach will always vastly outdistance traditional hierarchical companies. Shared knowledge and shared rewards are the IDG recipe for success.

This issue of *World Update* reemphasizes the importance of sharing ideas among colleagues, always reshaping those ideas to fit the local interests of our customers.

What are your goals for IDG in 1994?

***Walter Boyd,** President, IDG*

My most important goal for '94 is to see IDG make its profit plan for the year. We are looking at the potential of IDG celebrating its 30th anniversary by not only coming in on plan, but producing record profits.

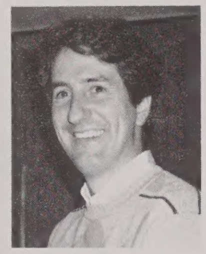
I am on a personal crusade to make sure that this happens as a special present and thank you to Pat McGovern who will, obviously, also be celebrating his 30th anniversary. Trust me when I tell you that I'll stoop to any level to make this happen!

Other special goals include the establishment of MSD/Europe, the continuing improvement and expansion of training programs at all levels throughout the organization, working on new ways to transfer know-how between various operating groups and last, but not least, to assist, wherever possible, in additional moves to ever more decentralization.

-SEE PAGE 2

What is the potential for Market Access Programs (MAP) outside the U.S?

***Kelly Conlin**, President, IDG Marketing Services Division*



This will be the year we begin to take the MAP program global. Based on the success we've had in the U.S. we are actively searching for a team that will extend the reach of MAP to other parts of the world. Preben Engell, president of IDG Denmark, just finished a report on recommendations for starting the MSD organization in Europe, and I will be working with Preben, our other European managers and IMS to establish this organization as quickly as possible.

While we have the benefit of the U.S. model for MSD, we also realize that the task of building a structure to tie together the 21 markets of Europe will be substantial. However, given the critical importance of delivering global solutions to our customers, we know that its success will be driven from customer demand.

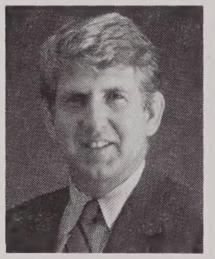
> ***In addition to Europe, IDG is setting up MSD-type operations in other parts of the world.***

It's also worth noting that in Europe, where we have more than 100 publications, no one comes even close to the market dominance of IDG. Our research found, however, that many of our customers were not aware of the scope of IDG resources. Changing this perception—and reaping the benefits of our European market clout—will be a key objective for the MSD European operation.

In addition to Europe, IDG is also setting up MSD-type operations in other parts of the world. In Asia, for example, the Asia Support Center provides market access and IDG visibility for companies entering the Far East. Finally, we expect to look at Latin America as the next region for growth.

What do you see as the hottest new technologies on the horizon, and how do you see them changing the way we live and work?

***Bob Metcalfe,** Publisher/CEO, InfoWorld Publishing Co. Inc.*



Even if it is my life's work, I must say that computer networking is the hottest new technology on the horizon—and the one most likely to change, in any significant way, the way we live and work.

Computer networking new? Well, we are now entering that phase of computer networking in which billion dollar investments in information infrastructure will yield trillion dollar improvements in all our lives.

One quality of life impact will be on travel, on commuting to work and on leaving town to make sales calls — you know how much fun these are. My advice is to resist the current excitement about small wireless computers making you more of a road warrior. Start getting ready for personal computer data and video conferencing to replace the telephone and many of the trips which the telephone leaves necessary.

Of course travel will not drop off suddenly, especially if you count travel through what's called cyberspace — you know, where you are when you meet a friend via telephone, or when you're surfing with a television remote control. Cyberspace is now being greatly expanded by computer networks and there is something of a landrush going on there, preparatory to a new era of economic growth.

> ***Anthropomorphic little software agents will soon be scurrying all over cyberspace on your behalf.***

The nice thing about cyberspace, especially as the novelty of travel begins to wear off, is that you yourself won't actually have to visit all of its wondrous places. Start thinking about the anthropomorphic little software agents that will soon be scurrying all over cyberspace on your behalf.

So, wire up your home and stay there.

What new trends can you foresee in the information technology market during 1994?

***Ruben Argento**, General Manager, IDG Argentina*

The information and communications market is currently in a growth stage that will accelerate during 1994 due to the rapid technological advances that are increasing the capacity of products at levels never seen before.

Among key factors, I identify the following:

•New and powerful chips (PowerPC, Pentium, Alpha, RISC etc.

•Real-time video imaging and audio.

•Multimedia-interactive graphical systems.

•Mobile computing linked to cellular telephony.

•Wireless networks market expansion.

• Hardware and software will guarantee interoperability.

• Larger capacities in standard optical storage.

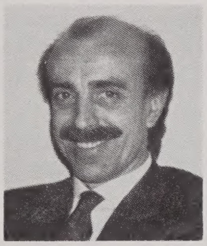
•Television interactivity with hardware support.

•The search for new technologies and markets will continue.

All of these new options will cause and move the structures of user enterprises, generating significant business opportunities in 1994 despite any other negative factors such as recession, unemployment, political changes, dumping, overproduction, etc.

The recent elections in Italy represented a definite political shift. How do you see the increased polarization of the population affecting the economy and, in turn, the IT industry?

***Brunello Bossi**, General Manager, IDG Italy*



The economy and the IT industry specifically will not be affected by any political shifts we might have in our country. This is true for many reasons, including:

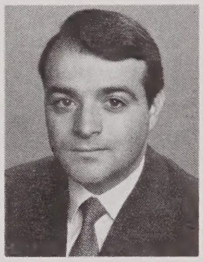
- For decades Italians have been used to managing industry regardless of what kind of government is in place.
- The most important political decision that has an effect on the industry is the financial budget for Italy. This budget is now under discussion and 90% of the old and new political parties are in favor of tight control of the existing deficit, the expenditures, the inflation level and the necessary investments to reduce unemployment.
- New political organizations favor quickly privatizing most state-owned institutions, banks and industries.

The recent local election results indicating a polarization of the votes may be misleading. I see it as a positive sign that should lead to the creation of two moderate groups, like in other European countries, with social democrats or laborists on the left and with liberals and conservatives on the right. We should also keep in mind the strength of Italian sentiment against long-ruling parties who want to manage the State as their private affair.

In conclusion, we trust in Italy — and we will win the world football championship in the U.S. next year!

What, if any, changes do you see taking place in the personal computer market during 1994?

***Pat Kenealy**, President, PC World Communications*



PC World sees two major PC market trends for 1994. The first is the continuing consolidation of traditional business hardware and software vendors. The big hardware vendors have got their prices competitive while sustaining top-tier R&D, and the big hardware vendors will gain sales channels, retail shelf space and brand loyalty at the expense of smaller vendors. The big business software publishers will gain share from the smaller publishers by building brands, offering suites of products and buying small publishers. *PC World* U.S. has built the world's largest monthly circulation of business PC buyers to help vendors efficiently build brands in a maturing market.

The second big PC market trend is multimedia. I think multimedia technology will become part of mainstream PC technology very quickly, but I also think multimedia is the long-sought key to the home and home PC market. With sound, moving video, and "edutainment" software, multimedia PCs will become "must-haves" for upper income families.

> ”
> **1994 will be the year when the mainframe business ceases to exist. Client-server is all the rage now, but actual implementation of networked PCs will reach such a pitch this coming year that it will be obvious that the problem is not to upgrade mainframes but to replace them with networks of servers.**
> **- Stewart Alsop, Editor-in-Chief, *InfoWorld***

At *PCW*, we have faith that the PC can hold its own in the coming home multimedia "platform wars," and we've backed that faith with *Multimedia World* as a stand-alone magazine separate from *PC World.*

PC World sees two big publishing trends worth pursuing: online publishing and CD publishing. We've got a decent online service going now, and hope to have multiple CD ventures underway by year-end '94. Online and CD publishing are new media to IDG and may be harder to pursue in a decentralized way than the niche computer magazine markets IDG has excelled at serving. Accordingly, *PC World* is working on both individual and group efforts in online and CD publishing.

Finally, the PC World Global Product Center will be in its second official year in FY94 and will continue to help its client *PC World*'s share information and expertise.

What projects are on the drawing board at Electronic Marketplace Systems in 1994?

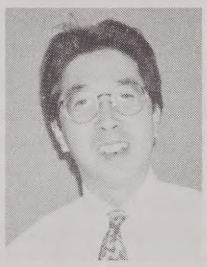
***Mark Belinsky**, President, Electronic Marketplace Systems*

As we continue our march toward 'Network Nirvana,' EMS will launch a pilot service in FY94 that will give us the opportunity to test reader reaction to our concept and fine tune our services so that we can be poised to broaden our activities in FY95. Technology trends continue to march forward in our favor, and our market research indicates readers are excited about the types of services we plan to offer.

> ”
> **1993 was the year of Unix. It was acknowledged by everybody as a strategic platform for the new enterprise. 1994 will be the year of opportunity for Unix. We will see that new position translate into dollars as the Unix market enjoys significant growth.**
> **— Michael McCarthy, Editor-in-Chief, *Advanced Systems/ SunWorld***

Macworld Japan now faces stiff competition with a number of new entries into the Mac market. How are you planning to compete? How many Mac publications can the Japanese market support?

David Ushijima, President, Macworld Communications Japan



Macworld Japan is facing extremely stiff competition this year. Believe it or not, there now are eight Macintosh magazines in the Japanese market. Clearly this cannot last for much longer. Since the Mac market in Japan is one of the few growth markets, it is attracting a horde of publications.

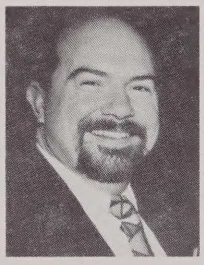
Because magazine publishing in Japan is much more segmented than in the U.S., I believe there will be room for a larger number of titles than exists in the U.S. Mac market. For example, there is even a Mac magazine targeted at teenage boys, though I don't believe that title can survive for long.

> *The magazines that succeed must clearly define and dominate the growth market segments.*

The magazines that succeed must clearly define and dominate the growth market segments. As long as we can innovate in offering leading-edge information to our readers, clearly differentiate our target market for our advertisers and provide innovative services to our advertising clients, we will be successful. *Macworld* is positioned as the magazine for business and professional users who use the Mac in their work. We are clearly aiming at the mid- to high-end user. If Apple is successful growing that segment of the market, we will be successful. With the coming wave of PowerPC products, delivering a Japanese version of *Power PC World* will give us a big competitive edge.

IDG New Zealand has been one of the most successful IDG companies in the world in moving away from dependency on advertising revenue, with only 40% of its 1993 revenues deriving from this source. Do you see this continuing? Does this representent a permanent shift in the way you will earn revenue? What plans do you have in this area for the coming year?

Martin Taylor, General Manager, IDG New Zealand



IDG New Zealand now derives most of its revenue from sources that lie outside traditional display advertising. The strategy to grow these other revenue sources has largely been driven by the small, relatively mature and slow-growing market we operate in.

We have only limited opportunities to grow at the expense of competitors, and the slow growth of the market as a whole has been compounded by five years of severe recession. So we have been less focused on competitive issues than many business units and more focused on growing our overall market opportunities.

Most of our recent efforts have gone into developing expos, conferences, directories and classified advertising products. Computerworld Expo now runs in two locations and is the country's largest computer show. Its associated conferences are among the largest held in the country.

Our directory business makes a significant contribution with its bi-monthly product directory distributed to virtually every business in the country and an annual computer industry directory targeted at volume buyers.

One of the challenges of growing non-display advertising sources is that you typically have many small projects that cumulatively add up to a significant revenue stream. This poses its own management challenges and definitely requires very good people capable of wearing many hats without losing their focus. True multitasking.

We are putting special emphasis on introducing products that appeal to the direct marketing and response-oriented dollars that advertisers are spending in increasing amounts. The faxback system we will introduce early next year will extend the response concept even further with a "pay per view" approach to the billing of advertising.

TWO-TIERED RATE CARD

Among the direct marketing products offered are list rentals, card decks and special magazine sections keyed to direct response devices. A recent initiative in the list rental area was the addition of a two-tier rate card with the lower rates set to compete against consumer lists for marketing products that are not computer-related.

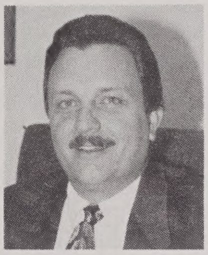
In terms of non-display advertising sources, our main initiatives in 1994 will be in developing electronic publishing revenue streams (both on-line and disk-based) and in increasing our telemarketing sales effort to more effectively sell many of the high volume products we have such as directory entries, subscriptions and conferences.

In addition, we are hoping to put in place some projects with other publishers and exhibition organizers that will allow us to reach markets not served well by our current products.

> **"I predict that in the second quarter, a light will burn out at Microsoft. Rather than acknowledge there's a light out in need of fixing, Microsoft will instead declare darkness a standard.**
>
> **- Bill Laberis, Editor-in-Chief, *Computerworld***

What types of interactive electronic entertainment will kids and adults be demanding for Christmas 1994? And how will Infotainment World be responding to these anticipated changes?

***Pat Ferrell**, President, Infotainment World*



To begin, the year of hardware introductions, technology convergence, and general mayhem will be 1995. 1994 should be relatively quiet in terms of the market. There will, however, continue to be lots of hype and positioning, which could lead to suppressed retail sales. This is due to the consumer's fear of "buyer's remorse." For kids, the 16-bit units (Sega and Nintendo) will continue to be the primary hardware purchases, but unit sales should be down from 1993 for two reasons: 1) saturation and 2) anticipation of new hardware and actual sales of some of these units, such as Atari Jaguar, Sega CD, CD-I, and 3DO.

For adults, CD-ROM for PCs and Macs should have brisk sales, and high-end units such as 3DO should have good sales. Technology for adults and kids will be virtually the same with the advent of CD-ROM technology, although initially the kids will drive the market sales until the adult market becomes aware of the new and targeted products available for them (travel, adult themes, etc.).

Infotainment World approaches changes in the market in two ways. First, we research and evaluate products, both hardware and software, which are in the pipeline. We are very aware of strengths and weaknesses with each product, which gives us a feel for how well the product will be accepted by the consumer.

To confirm our thoughts, we constantly survey our readership to ascertain market penetration, and we survey retailers and developers to determine unit sales and market share. We then "mature" our editorial products accordingly. For example, in 1989, *GamePro* addressed a market which was 85% Nintendo 8-bit, 10% Sega 8-bit, and 5% other (for example, Atari 2600). Now, most of those units are doorstops, and *GamePro* addresses Sega and Nintendo 16-bit handhelds, Sega CD, some 8-bit Nintendo, and emerging platforms, with the bulk of the editorial focused on 16-bit and handhelds. And our circulation just continues to increase.

Given the presence of many IDG show and conference organizations in place around the world, how has IDG World Expo organized to enhance the value of IDG and IDG World Expo events?

***Ken Kaplan**, President, IDG World Expo*

We have reorganized IDG World Expo to focus on three product groups:

(1) Core products with an international branded level of quality, e.g. ComNets, MACWORLD Expos, Computerworld Expos and soon to be NetworkWorld Expos.

(2) Product and specific vendor expos and conferences that meet the needs of IT professionals interested in hot new technologies and products, e.g. Object World and SunWorld Expos.

(3) Selective expos and fee-for-service events that World Expo produces, e.g. UniForum, one of the largest IT trade show and conference events in North America.

We also are developing franchising and licensing arrangements that enable us to work with other IDG business units to co-produce or co- sponsor our core events in new venues. In this manner, all can capitalize on the new level of synergy now developing between IDG World Expo and IDG's worldwide business units.

What's the global outlook for International Marketing Services in 1994?

***Frank Cutitta**, President, International Marketing Services*

From the IMS/U.S. perspective the IT market will be going South!

Bad news? Actually great news for the IDG publications in Latin America. Recent public relations spin-off of NAFTA has put Mexico specifically, and Latin America as a whole, in the media spotlight. Because of this we predict the IT marketeer's love affair with this region will remain passionate in 1994.

The U.S. vendor market psychology about Asia/Pacific is very similar to that for Latin America. Many of these markets are predicted to experience enormous annual growth rates, even by IT industry standards. For example, IDC has predicted People's Republic of China IT spending to have a compounded annual growth rate of over 30% through 1997. As a result of their economic boom, U.S. client interest in the PRC, SE Asia, and the Tigers will continue to grow throughout the new year.

Initial signs of the European recession bottoming out will bode well for IMS/U.S. bookings onto the Continent in 1994. The recent VNU licensing agreements with *Computable* in Holland and *Computing* in the U.K. will also fill strategic core export market gaps in the *Computerworld* global product line.

Finally, we sense that U.S.-based IT vendors have finally realized that global branding is much more than a trendy buzzword. Because of this we expect these firms will continue to exert more centralized headquarters control of the global message and creative than ever before. At the same time more and more firms will become much more aggressive in re-centralizing critical components of their international ad placements so as to better regulate the media "geo"-metrics necessary for global brand equity.

What's ahead for Apple in 1994 and beyond?

Jim Martin, *President/CEO, Macworld Communications, Inc.*

In January 1994, Apple Computer will celebrate the 10th anniversary of one of the world's most revolutionary personal computers — the Macintosh.

The graphical interface and ease-of-use introduced by the Mac is now being emulated by many competitors in the market. With almost 12 million Macintosh computers installed worldwide, The Mac has become a tool of choice for many users in the business, graphics and education markets.

While there has been a lot of speculation about the future of personal digital assistants, digital convergence and Apple's Newton, Apple is betting the future of the company on PowerPC. The entire product line will make the conversion to PowerPC RISC processors by late 1995.

Apple will introduce its first SKUs in the new PowerPC-based Macintosh family in March 1994, and I'm going to predict that everyone (even the most skeptical IDG editors) will be astonished by the aggressive price/performance Apple will set. These new PowerPC Macs will be the most powerful personal computers ever introduced, at prices that will make even Bill Murphy smile!

I'll endorse recent forecasts that Apple will sell 4 million personal computers in 1994. With more aggressive plans to license its core technologies, Apple is setting a goal of 20% market share for its operating systems by 1995.

If they can achieve this lofty goal, *Macworld* will have substantial room to grow and many new products to introduce over the next few years.

Planning preparedness groups need you

If you would like to help plan IDG's future, now is the time to sign up to serve on one of the Future Environment Work Groups that are preparing an analysis of the challenges and opportunities that IDG will experience during the 1990s.

The reports generated by these groups will be important contributions to IDG's Planning Preparedness Meeting, which will be held March 24-26 at Babson College in Wellesley, Mass.

The names of the work groups and the chairpersons are listed below. If you would like to apply to participate, please call the chairperson by Jan. 10.

- **Changing Patterns in the Social and Economic Environment in the U.S. in the 1990s**. Chair: **Bill Murphy**, executive vice-president finance/IDG. 617-534-1200.
- **Changing Patterns in the Home and Home Office Market for the Acquisition and Use of Information Technology in the 1990s**. Chair: **Andy Bose**, vice president of research and consulting/LINK Resources. 212-627-1500.
- **Changing Patterns in the Acquisition, Management and Use of Enterprise Information Systems in the 1990s**. Chair: **David Vellante**, senior vice president/IDC. 508-872-8200.
- **Changing Patterns in the Evaluation, Acquisition, Management and Use of PCs and Workstations in Business in the 1990s**. Chair: **John Gantz**, senior vice president/IDC. 508-872-8200.

Do you see any relief in sight from Australia's long-standing recession, particularly for the IT industry? If you were prime minister, what would you do to jump start the economy?

Robert Wells, *Publisher,* Australian Macworld

Australia seems to have entered the global recession ahead of the U.S. and Europe, and now seems to be s-l-o-w-l-y emerging from recession ahead of those trading blocks. For example, Australia logged a 3% economic growth for the last quarter, while still maintaining less than 3% inflation. Good signs, if maintained.

Australian businesses have been steadily 'right-sizing' themselves since the stock market crash in October 1989. At present, there is a trend to do away with PC managers in large corporations as MIS departments standardize on desktop PCs and software resources and retake control of the enterprise. Standardization will limit the number of players needed to provide products and support to IT customers. Many computer retailers and service providers have already failed, so that those left are beginning to grow again as confidence returns to the general business community. Network-related business continues to grow at three times the rate of the general computer business. The commoditization of PCs is developing rapidly here, evidenced by a growing number of mail-order suppliers and the first appearances of computer superstores. This trend toward a commodity PC market must only accelerate as the melding of operating systems looms next year.

As prime minister, looking at an export economy still largely based on primary industries, and revenues from soft industries such as tourism and money management, I would continue to strengthen alliances with the growing economies of Asia, particularly China. I would also try to re-establish strong U.S. trading ties given the GATT agreement. As manufacturing has received little substantial investment in the past 30 years, I would offer huge incentives, as Ireland and other nations have, to overseas companies willing to set up manufacturing bases here. Yet I would ban the sale of land in Australia to foreigners in favor of long-term leasing agreements, in line with the policies of the other islands of the Pacific region. I would live with high unemployment for a while in an effort to exercise a long-term policy to strengthen existing businesses while helping to build new ones.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, January 3, 1994

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

TEXT AND GRAPHICS REVIEWS EDITOR - WEST COAST (INFOWORLD)

The ideal candidate must have extensive knowledge in desktop publishing, image editing, word-processing, document management, video boards, etc. Individual will edit, organize and set the direction for InfoWorld's reviews of text and graphics products. Candidate must possess strong technical and PC market knowledge. Three years computer journalism experience preferred. Excellent editing and organizational skills are necessary.

ADMINISTRATIVE ASSISTANT - EAST COAST (INFOWORLD)

This position supports the Eastern Sales Director in the Natick Sales office. Responsibilities include client phone contact, handling assigned special projects and general administrative duties. Strong communication and organizational skills are necessary along with the ability to work in a fast-paced environment. PC literacy is a must. Familiarity with Word, Quattro Pro and presentation software preferred. Three to four years administrative experience required.

ACCOUNT MANAGER - WEST COAST (MULTIMEDIA WORLD)

Candidate will pursue all advertising opportunities through creative and imaginative sales techniques. Individual will be responsible for fulfilling all sales goals for the Northern California and Midwest territories. Candidate will service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in selling ad space for a computer publication required. Excellent written and verbal communication skills are necessary.

ASSOCIATE EDITOR - EAST COAST (PC WORLD)

The person in this position will edit and help plan articles for newsletters on various Lotus software applications. Candidate must have well-developed writing, editing, and reporting skills, as well as knowledge of 1-2-3 for Windows, Ami Pro, and Notes. Experience with QuarkXPress as well as a broad based business knowledge necessary. Candidate must be able to work independently, observe tight deadlines, and keep several projects moving at once. Position is located in Boston, MA. working with the Lotus Newsletters group.

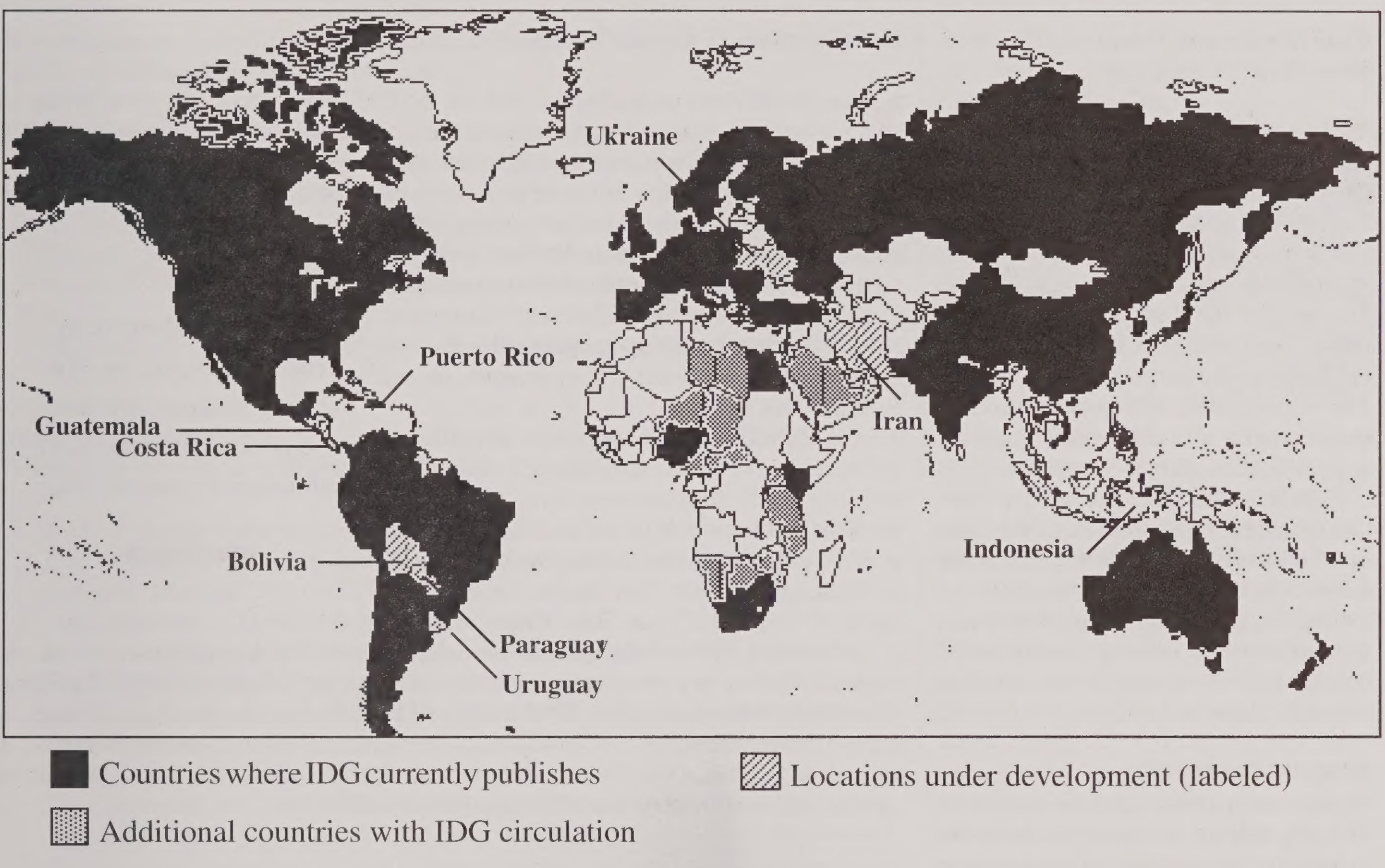
Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MMW**	MultiMedia World	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
FCW	Federal Computer Week	Falls Church, VA	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PCW**	PC World	San Francisco, CA
IDG	International Data Group	Framingham, MA	**PUB**	IMI - *Publish*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IFTW	*Infotainment World*	San Mateo, CA	**TMP**	Tech Media Publishing	Peterborough, NH
IMI	Integrated Media, Inc.	San Francisco, CA	**WEC**	World Expo Corporation	Framingham, MA
IDC/G	IDC Government	Vienna, VA			

Job Opportunities

Revised: January 3, 1994

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Sr. Human Resources Rep.	Framingham, MA	L. Connolly	(508)935-4791
IDG	Bookkeeper	Framingham, MA	B. Thompson	(508)935-4531
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	T. Guest	(508)935-4766
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	T. Guest	(508)935-4766
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4735
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Administrative Assistant	TMP Inc. Peterborough, NH	K. Miller	(603)924-0134
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop Video World*,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer*, Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Manager, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Admin. Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor (2) (2nd Shift)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant, Pub	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Admin.Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sr. Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham,MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
FCW	District Manager	Midwest/Texas	T. Calamaro	(703)876-5100
IW	Administrative Assistant	*InfoWorld*, Natick, MA	L. Schmid	(415)312-0669
IW	Text & Graphics Rev. Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	P/T Administrative Assistant	*InfoWorld*, San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	Indianapolis, IN	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Account Manager	*Multimedia World*, San Francisco,CA	P. Navone	(415)267-1769
PCW	Administrative Assistant	*PC World*, San Francisco, CA	G. Mason	(415)978-3270
PCW	Copy Editor	*PC World*, San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	*PC World*, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	*PC World*, Boston, MA.	B. Thompson	(508)935-4531
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

The IDG empire continues its expansion in 1994


Ukraine
Puerto Rico
Guatemala
Costa Rica
Iran
Bolivia
Indonesia
Paraguay
Uruguay
■ Countries where IDG currently publishes
▨ Locations under development (labeled)
░ Additional countries with IDG circulation

As the person responsible for licensing IDG titles around the world, how do you see the company expanding during the coming year?

David Hill, President, IDG International Publishing Services

The IDG family of nations and publications will continue to grow in 1994 as IDG aims to serve IT customers anywhere there is a market. Growth will come both from new national markets and from new opportunities within existing markets.

Working with Pat McGovern and the Executive Committee, we are constantly looking at what markets are approaching the critical mass of IT users necessary to support publications. And the more information sharing systems we can set up in IDG, the smaller the markets that become viable for publications.

A good example is *PC World Panama*, which has an information sharing arrangement with *PC World Ecuador*. Similar arrangements may be possible in some of the smaller South American markets such as Bolivia, Uruguay and even Paraguay. In new markets such as the Ukraine or markets emerging from isolation such as Iran, robust growth in IT will be essential to the growth of the national economies.

Within existing markets there are rapidly expanding new opportunities such as games and electronic entertainment titles. These may often be produced in partnerships with companies dedicated to the consumer markets.

Finally, 1994 likely will see growth with strategic partners similar to the relationships with VNU and Nikkei. IDG's global reach and resources make it an attractive partner to companies with local IT market expertise.

> ”
>
> **1993 was a year in which we saw dramatic hardware price declines of 30% or more in most system/server and associated storage segments. Over the next 24 months, largely as a result of new pricing models, the software industry could see similar patterns develop. This will likely put significant downward pressure on software industry revenues as pricing becomes a primary differentiator.**
>
> **- David Vellante, Senior Vice President, Systems and Software, IDC**

What subject areas look promising for newsletters in 1994?

Keith MacGregor, President, IDG Newsletter Corp.

The recently created IDG Newsletter Corporation will launch its first newsletters this year. We are focusing our major efforts on the development of software-specific newsletters. These newsletters will provide tips and techniques for users of specific operating and application software programs.

The need for these kinds of newsletters is increasing as a result of the large number of new software releases at the same time that software companies are cutting back on some kinds of customer support. We are looking closely at the desktop publishing area as well as several others for development.

SPECIFIC IT SECTORS

We are also studying the market needs for in-depth, timely coverage of developments in specific information technology sectors, written by respected authorities in the field. The continuing fast growth of the technology industry and its ongoing stratification creates a strong demand for these kinds of niche publications.

These newsletters generally have small but loyal audiences that are willing to pay high prices for timely and insightful information. Some of the subject areas we are investigating are network management systems and IS security issues.

Both kinds of newsletters will help the reader stay on top of the learning curve and ahead of their competition.

At the same time that I have been discussing newsletter opportunities with other IDG business units and prospective editors and authors, I have been recruiting a small staff to help me identify and pursue the best newsletter opportunities quickly. In the New Year, we will be ready to move forward aggressively in pursuing these newsletter opportunities.

How do you plan to expand and/or improve the IDG News Service in the coming year?

Rob Garretson, *Editorial Director, IDG News Service*

You should see a radically new look for the IDG News Service in 1994. While we focused this year on bolstering the content of the News Service by expanding and improving our worldwide correspondent network, in 1994 we plan substantial improvements in the way we deliver the news to our constituent IDG publications worldwide.

Tentatively scheduled for beta testing beginning in February, the News Service wire and related databases will be available via Lotus Notes, in addition to the current GE BusinessTalk system. And similar improvements are planned in the way information is accessed and organized on the BusinessTalk system.

Along with the enhancement of our delivery systems, the News Service plans to develop new and improved information services. Among the possible additions will be on-line distribution of graphics and photographs, a worldwide "contacts" database, an electronic "fact checker," and a broadening of the current Trade Show Calendar into a worldwide IT events calendar.

We plan substantial improvements in the way we deliver the news to our constituent IDG publications worldwide.

Of course, the News Service will continue to expand its correspondent network and extend the lineup of news, features and commentary that it distributes to IDG publications worldwide. Among our 1994 goals will be to bolster our coverage in Asia, to expand cooperation between News Service bureaus and IDG publications in Europe, to expand and enhance our Feature Service and significantly broaden the selection of opinion and commentary available from the News Service.

Is CW Publishing going to become a more diversified publisher of IT publications, given the success of the *Client/Server Journal* in 1993?

Gary Beach, President, CW Publishing Inc.

CW Publishing is at a crossroads in its evolution. In fact, our name is rather limiting considering that it (our corporate name) focuses on one medium of communication and it doesn't even tout our most valuable asset...the *Computerworld* name.

Early in 1994, we will be changing the name of our company.

Early in 1994, we will be changing the name of our company to something like Computerworld Information Services or simply Computerworld, Inc. This will be our corporate umbrella positioning from which we will serve the information needs of IS managers via publishing properties (*Computerworld* and *Client/Server Journal* and our very successful Custom Publishing Division), events (the Computerworld Smithsonian Awards and possibly a Computerworld Expo in the near future), database activities led by the Computerworld Database Division — notably the country's leading source of buying activity for IS managers, and new media opportunities like *CW* on CD and other on-line activities.

Our management team sees Computerworld as a channel providing information of all sorts to our readers. For the past 27 years that channel has been predominantly print. Starting in 1994 that will change dramatically.

What are your priorities for the Computerworld/InfoWorld Global Product Support Center?

***Morten Hansen**, General Manager of IDG Norway and Chairman, Computerworld/InfoWorld Global Product Support Center*

The purpose of the CW/IW Global Product Line Support Center has derived from talks and input from country managers and *Computerworld* and *InfoWorld* staff around the world. Their priorities are:

- Strengthening communications and sharing of competence and know-how among international colleagues, building team spirit in the process.

- Developing and using the unique competitive advantages represented by the IDG News Service.

Based on these priorities, we've identified five activities that the CW/IW Global Product Support Center will undertake in its first year. They are:

1. *Three major regional product line meetings*: a South American Meeting in Ft. Lauderdale, Fla., March, 4-5; an Asian meeting April 7-8 in Hong Kong and a U.S./European meeting June 10-12 in Oslo.

2. *An international CW/IW brochure/market research data media kit*. Frank Cutitta at IMS is compiling this information, and we hope this work can be finalized and the material printed in the beginning of March so that the product line may be well represented at the Hannover/CeBit '94 show in mid-March.

3. *An international Product Line Readership study, which will be conducted on a regional basis by IDG Research Services*. Naturally, this work will take some time to conduct and process, but if support from the local markets is there, we should finalize the project after the regional meetings have been held.

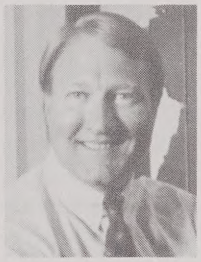
4. *A continuously evolving Product Line Database on new product, sales or marketing ideas*. A special workshop will be held during each regional product line meeting to get ideas on the table. The ideas will be accessible electronically and by hard copy from the GPSC office in Oslo. The first version of the "bank" will be available after the Florida meeting.

5. *A worldwide Product Line Communications Software pilot project,* based on Lotus Notes, to improve the delivery of the News Service wire and related databases. The CW/IW GPSC and IDG News Service staff are arranging for a Notes program to be tested in a few countries within each region. *InfoWorld* and the News Service are participating in the U.S., and the other IDG offices currently on board are Denmark, Norway, Australia and Brazil. More countries will be added on as the trial progresses.

> ”
> **The social ramifications of IT will become evident in '94. 'Exciting' and 'mobile' are key words. Technological people are becoming missionairies to a new way of life.**
> **- Edward O'Hara, General Manager, IDC Scandinavia**

What's ahead for the Macworld Global Product Support Center in 1994?

***Jim Martin**, President/CEO, Macworld Communications, Inc.*



Nothing is more important to all of us at the Macworld GPSC than to stay committed to our basic mission: providing information and resource sharing services that will enable all worldwide *Macworld* magazines to achieve success.

With Apple's transition to PowerPC RISC microprocessors in 1994, the importance of the GPSC will be reinforced as we establish our CD-ROM editorial distribution system, conduct Buying Power and Plan-To-Buy research on the impact of Apple's new products, conduct another product line meeting to share information about changes in our market, and work even more closely with our worldwide colleagues to help them create card-in-the-box programs with local Apple subsidiaries.

After a recent session with more than 20 IDG country managers during the Worldwide Managers Meeting, I also realized that we need to work even harder at making Apple's most senior executives aware of the power and dominance of the *Macworld* product line: magazines, inserts, books, Expos, research, on-line services, CD-ROM publishing and more. I will make it part of my mission in 1994 to stress our need for even closer working relationships with Apple worldwide.

Perhaps the real role of the GPSC is to help protect and grow the extraordinary value we have in the *Macworld* imprimatur. In the world of publishing, we are fortunate at IDG to have such powerful worldwide brands as *Computerworld*, *PC World* and *Macworld*, among many others. It is the trust and credibility each of these brands elicit in the minds of our customers that help make IDG the most successful IT publisher in the world.

How does IDG Switzerland plan to capitalize on Switzerland's booming PC market?

Gebhard Osterwalder, General Manager, IDG Switzerland

We plan to build on three positive trends in the Swiss computer market:

1. **A booming small office/home office market.** There are already 525,000 PC systems installed in the home market; this means that of a total of 2 million households, 25% have a PC system. This number is rapidly growing. Next year, we expect 155,000 systems will be shipped for home use. (I am not talking about toys but "real" PC systems like Macintoshes and systems based on 386, 486, and Pentium chips.) IDG Switzerland will capitalize on that with a strategic alliance with the leading daily newspaper, the Zurich-based *Tages-Anzeiger*, which distributes 272,000 copies and reaches 650,000 readers. This means that IDG and *Tages-Anzeiger* will put together their editorial/advertising power on one hand with the distribution/production power on the other hand in order to launch a bimonthly PC supplement: *PC Tip*.

2. **Multimedia**. We expect a breakthrough in the multimedia market in 1994. We will cover this topic in all our publications, but it will be especially important for *Macworld* and *PC Tip*. Connected to multimedia we expect a booming CD-ROM market where Apple is the pacesetter with its Performa system.

3. **Virtual reality**. It looks like this technology will take off in 1994. We will join our Austrian colleagues by supporting their Virtual Reality Conference, which will take place for the second time in December in Vienna. *Computerworld* will cover this subject more frequently.

There are two negative trends. The mail-order business is in a slump. This hurts heavily our *PC Katalog*. Also, the Apple Macintosh market is heavily under pressure. Many Apple distributors say that they cannot survive without Windows products. This means that our *Macworld* is running into problems, like others are.

But overall, I am quite positive about the coming year. In conjunction with a slight upswing in the Swiss economy, our top 10 clients expect substantially increased sales for 1994. Maybe the lean years are over?

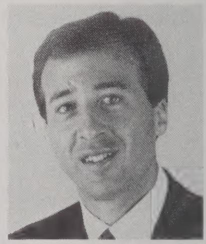
> ”
>
> **Everything significant that is supposed to come out in 1994 will be delayed six months, will be slower than expected and will have too many bugs. You can reprint this prediction every year until further notice.**
>
> **- Paul Gillin, Editor, *Computerworld***

> ”
>
> **Beginning with this past Christmas and all through next year, 1994 will be the year of multimedia. The advent of MPEG-based movies and rock video titles will further drive multimedia into the mainstream.**
>
> **- Jonathan Epstein President, Multimedia World**

> ”
>
> **Apple is acquired by AT&T! The convergence of computers and communications continues. The availability/use of interactive, multimedia devices in the home for personal business, entertainment, and education increases ten fold!**
>
> **- Paul Earl, President, Emerging Technology Applications**

What do you predict will be the growth in demand for software training in the coming year? What new areas of the world can we expect to see ExecuTrain enter?

David Deutsch, President, ExecuTrain



Our information indicates that the outsourced software training/education market is about a $1.3 billion market and will grow to a $2.2 billion market by 1996. This market is expected to grow at a compounded annual growth rate of 16% through 1997, with software training/education comprising 69% of the IT training/education market. Growth is expected to come from the continued movement of in-house training to outsourced training, along with anticipated growth in the IT services market as a whole.

> ***The outsourced software training/education market will grow to a $2.2 billion market by 1996.***

There is currently a trend for major computer and office retailers to enter the corporate training market. In the past, they have simply sold training to individual customers and small businesses. They are now attempting to enter the area of larger business accounts to deliver training to the largest companies.

We also see the need for training on a national and international basis for large multinational corporations beginning to grow at a much quicker pace.

In 1994, new offices will be in France, Singapore and Canada. Also, our distribution within international countries is expanding, particularly in the U.K. and Mexico. Other areas targeted for future expansion include Germany, South America and Japan, among others.

How do you see the Swedish/European IT market evolving over the next few years, and how will IDG Sweden respond (publications, shows, ancillary products, etc.)?

***Bengt Marnfeldt**, General Manager, IDG Sweden*

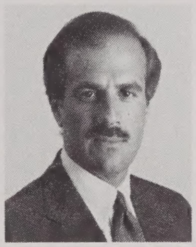
I am very positive. More and more companies see their IT strategy as one of the most important competitive tools necessary to survive. Soon, top managers will realize that all this talk about outsourcing was only a desperate move to cover up their old mistakes and lack of understanding of how important IT is for a corporation. Once you realize that IT is here to stay and that you have to get involved, top management again will start investing.

I think we already have responded. As we publish 10 publications and produce five expos we cover most of the market potential. As it takes a number of years to establish a new product, timing gets more and more important. When the economy turns around in 1994 and 1995, we hope that it will be time for IDG Sweden to harvest.

> **"**
>
> **On the 10th anniversary of the divestiture of AT&T, competition in the U.S. telecommunications industry is continuing to increase. Two predictions for 1994 are:**
>
> **1. Proceedings will be set in motion for U.S. local exchange carriers to compete in providing long-distance services.**
>
> **2. Mega-mergers between U.S. cable TV and telecom companies will continue, following the lead of U.S. WEST/Time Warner and Bell Atlantic/TCI.**
>
> **- Gigi Wang, Vice President/ Communications, IDC**

Network World has a reputation for being IDG's champion of ancillary products. Do you see *Network World*'s array of products growing in 1994? And where do you see the biggest growth for *Network World* next year?

***Colin Ungaro**, President,* Network World



Keep in mind that *Network World*'s ancillary products are only possible because of our flagship. Everything that we do in our Special Projects Department is done with one thing in mind: staying true to our overall mission for the publication.

Our ancillary products augment *Network World*, the newspaper. In the process, we have created several products that readers find extremely useful in their jobs and are willing to pay for because of that.

The ancillary products engine has been driven by a few very profitable items: NetDraw, our network diagram clip art program, the Network World Technical Seminar Series, educational videos and books. We expect to fortify and build on these very quickly in 1994. The Technical Seminar Series will grow some 95% in total events during the year as the need for more and more information on networking technology soars. In 1993, there were 28 seminar events; in 1994 that number will grow to 55.

Meanwhile, we have added a new product to the NetDraw line — the most complete collection of presentation quality networking and communications clip art available. In 1994, we expect to see unit sales and revenue increase dramatically as NetDraw Plus debuts, complete with the best-selling Windows Draw application from Micrografx.

Both NetDraw products now contain over 330 professionally designed images. When NetDraw was first introduced last year, there were 170.

Network World will also offer other IDG business units the opportunity to become NetDraw resellers, at very favorable discounted rates, which we believe should help to boost sales of the product worldwide in 1994 and beyond.

Also in 1994, *Network World*'s Special Projects Department will explore other high-margin opportunities such as newsletters, on-line services and video. Overall we expect some 25% revenue growth and a 35% increase in profits.

At the same time, *Network World* will substantially increase in ad pages as more and more software vendors make their way into the publication. As the network increasingly becomes the applications platform, we expect to see exponential growth in share from software vendors.

PRODUCT REVIEWS, SUPPLEMENT

Our readers — network IS professionals — are increasingly becoming one of the key buying influences for anything that "runs" on the network, from applications to computers. To meet the insatiable product information demands of our readers, *NW* will unveil some 25 product reviews in 1994 as part of the Network World Test Alliance.

In addition, we will roll out *Collaboration*, a supplement series that will focus on collaborative computing and how networking is changing the work environment and creating unique competitive business opportunities.

> **"**
>
> **Many of today's hottest suppliers will not survive the transition from departmental to enterprise client/server — while a few "dinosaurs" will make surprising comebacks.**
>
> **- Frank Gens, V.P., I.S. Management Research, IDC**

ROBERT X. CRINGELY PREDICTS:

1994 likely to bring much more of the same

Here's a rule of thumb that applies in all areas of life, but especially in the information technology business: People tend to overestimate change in the short term and underestimate it in the long term. It helps, when reading articles about predictions for the coming year, to repeat this rule over and over again, quietly under your breath, like a mantra.

So here are the things that AREN'T going to happen in 1994. Intel is not going to lose its lead in microprocessors to Motorola or any other company, but then neither are the 486 clonemakers like AMD and Cyrix going to shrivel up and die. IBM is going to neither die nor regain its former glory. Ditto for Digital. Apple is not going to turn itself into a consumer electronics company. Microsoft is not going to lose its dominance of the PC software business. And the information superhighway is going to build no off-ramps in your neighborhood or mine.

The supposed digital convergence, divergence, emergence, submergence of computing and communication won't happen bigtime in 1994. Nor will the Internet suddenly become easy to use. In fact, the end of 1994 will look a lot like the end of 1993, though with a few significant structural differences. Computers will continue to get more powerful for the same price and, given the surprising 30% increase in 1993 sales of semiconductor manufacturing equipment, expect no supply constraints.

BIG CHANGES AFTER 1994

The big changes that we underestimate in the long run will happen AFTER 1994.

Personal digital assistants WILL eventually be a success though, like the Macintosh, that success will take three years. The year of the PDA, then, will be 1996, by which time John Sculley — who pretty much invented this product category and lost his job at Apple in the invention — will be renovating old houses in Greenwich, CT.

Intel and Motorola WILL grab the lion's shares of the microprocessor market at the probable expense of companies like AMD and Cyrix. But this, too, will take time. Intel's Andy Grove has chosen to emulate Ronald Reagan, undertaking a military buildup so dramatic and so expensive that his poorer adversaries simply won't be able to keep pace. But this, too, won't resolve before the end of 1994. Figure 1995 for the year of the processor shake-out. And when that shake-out is finished, don't be surprised, either, if Intel loses its spot at the top to Motorola. This has less to do with Motorola than with Microsoft's increasingly promiscuous nature, porting its software to lots of non-Intel platforms.

> *The information superhighway is going to build no off-ramps in your neighborhood or mine.*

Anything that has to do with government regulation takes 10 times longer than it ought to. For this reason alone, 1994 won't be the year of the information superhighway. The big question — am I the only one asking this? — is whether the government will even have a role in building that highway, or whether new technologies and business opportunities will, instead, leave Al Gore behind? Microsoft co-founder Paul Allen, for example, is betting millions that the vice president's would-be superhighway can be better replaced with a million bikepaths — wireless links using 900 MHz channels that are unregulated by the government.

But fortunately for those of us in the business of writing about this stuff, 1994 WILL be the year of TALKING about the information superhighway.

IDG World Update *would like to thank* InfoWorld'*s reclusive field editor* ***Robert X. Cringely*** *for sharing his thoughts about the new year.*

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Apple, IBM enjoy the show at MacWorld Expo/Stockholm
- PAGE 2

Business units take a bow for FY93 performance
- PAGE 4

Please take a few minutes to fill out our annual reader survey
- INSERT

IDG World Update

VOLUME 24, NUMBER 2

JANUARY 10, 1994

PCW offers online shopping service via CompuServe

PC World Online will introduce the newest and most ambitious offering in its growing menu when Exec/Direct, a high-technology shopping mall for vendors and buyers of PC-related products, goes live on CompuServe on January 17.

Exec/Direct will enable 1.5 million CompuServe subscribers to shop online for PC hardware and software items and pay for them by credit card. The service contains text-based product information and features VGA Windows-based graphics, allowing vendors to illustrate their products. **Jim Moody**, PC World Online's publisher, steered the development of Exec/Direct during the past year.

Exec/Direct

"The incredible shortening of the PC product cycles, coupled with the explosion in online communications, have created a rich, new distribution channel that will benefit both PC product manufacturers and users," said PCW Publisher and Chief Operating Officer **Rich Marino**. "We view Exec/Direct as an electronic bridge that seamlessly connects marketers with the marketplace."

To use Exec/Direct, subscribers click on the icon within PC World Online and view a list of participating companies' "storefronts." Users choose which stores to go into, view either text or graphical information, and browse or purchase. They can also go into a test drive section to download demo software and return to the mall to purchase it later.

Exec/Direct will be one offering within CompuServe's own Electronic Mall, which contains more than 120 clients such as Sears and Land's End. Most of them offer consumers phone numbers that link them with advertisers but don't yet allow for immediate purchase, according to Tom Emmons, an account executive at CompuServe. As of December 1, Exec/Direct was the only online presentation that planned to feature products from other advertisers; the other clients promoted their own products or services.

Exec/Direct has also distinguished itself from other IT-related offerings on the mall. For example, DEC has sold computers online for the past three years but focuses on its own products. Ziff-Net contains a wide variety of products, but

-SEE PAGE 4

NW launches *Collaboration* supplement

Responding to corporate America's push to collaborative computing, *Network World* today takes the wraps off *Collaboration*, a new quarterly supplement that will explore both the technology and the business forces driving the shift to team-based work environments.

Collaborative computing is a new approach to information processing that builds on the power of networking to enable workers to share information.

Collaborative computing is a new approach to information processing that builds on the power of networking to enable workers across a company to share information and collaborate in a dynamic way to meet customer needs and respond more quickly to changing market conditions.

Rather than simply automating people's jobs, collaborative computing actually helps change the way people work. It goes beyond client-server applications

-SEE PAGE 4

In brief

Desktop Video World boosts paid circulation

Desktop Video World announced that it has increased its paid circulation by 25%, effective with the February 1994 issue. The increase follows the November announcement that the magazine was doubling its frequency. The monthly publication, which focuses on providing digital solutions for video production, now boasts a paid circulation of 50,000.

"The circulation of *Desktop Video World* is 100% paid," said **Dale Strang**, Publisher. "Unlike controlled publications, our magazine delivers the marketing message of our advertisers to 50,000 subscribers, newsstand readers and readers who make a specific trip to a bookstore to purchase a copy of *Desktop Video World.* Our readers are serious about making the most informed buying decisions; they're willing to spend money for the news, reviews and information in the magazine."

Third MacWorld Expo/Stockholm draws Apple, IBM for first time

Microsoft
InnoGraphic
InnoGraphi

Karl-Einar Lofquist

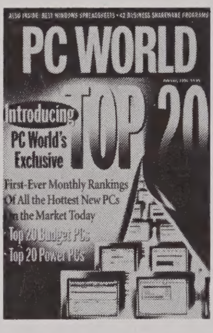
Attendees had a chance to answer 10 easy questions about the Mac and Apple and win a trip to MACWORLD Expo/San Francisco.

First-time exhibitors Apple Computer and IBM highlighted a list of 142 companies on the show floor of the third annual MacWorld Expo/Stockholm. The three-day show in early November drew 9,300 attendees who caught their first looks at the Newton Message Pad, PowerPC and System 7 Pro.

In addition to six free seminars on topics such as shareware programs, multimedia and bulletin board services, IDG Sweden arranged two more lengthy sessions. For "What will happen to Macintosh as a product during the '90s?," *MacWorld Sweden* Editor-in-Chief **Nicklas Mattsson** led Swedish representatives from Aldus, Microsoft, Apple, Claris and other businesses in a discussion of the Apple/IBM alliance, new information structures and life after System 7.

PC World's new systems review procedure adds competitive element

PC World has revamped its method of systems reviews by introducing the PC World Top 20, a thematic round-up of the most important categories of systems — budget desktop PCs, power desktop PCs and mobile computers.



PC WORLD

Introducing PC World's Exclusive TOP 20

First-Ever Monthly Rankings Of All the Hottest New PCs on the Market Today

Top 20 Budget PCs

Top 20 Power PCs

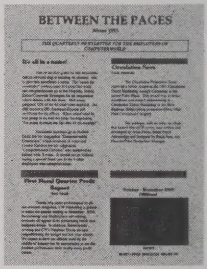
The new format, beginning with the February issue, will include critical data for about 60 different systems, bringing readers up-to-date information, and providing vendors with an even better opportunity for editorial coverage.

Systems can remain on the PC World Top 20 charts for months at a time, depending on how well they stack up against newly tested PCs. Twenty-five new systems within each category will be tested monthly by analysts of the PC World Test Center.

The better the PCs do on price, performance, service and support criteria, the better chance they have at knocking a competitor off the charts.

The top five machines will automatically earn a PC World Best Buy Award.

CW launches employee newsletter



BETWEEN THE PAGES

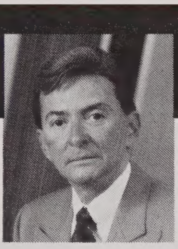
In an effort to foster better communications among its 20 departments and 213 employees, *Computerworld* recently launched its first employee newsletter. *Between the Pages* will appear quarterly and contain concise updates on new activities throughout the organization. "Despite our size, we had no formal vehicle for disseminating inter-department information," noted HR Director **Susan Perry**, who will also serve as the publication's editor. Its mission is simple: to share information about *Computerworld*'s most important resource — its people. "With this newsletter, we hope to fulfill our goal of continually improving communications and fostering information sharing."

PCW Middle East targets multimedia

PC World Middle East has announced the launch of a new multimedia section. Scheduled to debut in the February issue, the monthly "Multimedia World" section will cover new innovations and developments in audio, visual, music and multimedia presentations and will also include product reviews, comparisons and testing. "We would like to be part of this merger between the world of traditional mass media and the world of the computer," said **Dr. Mohamed Wafai**, publisher of *Alam Al-Computer* [the Arabic name for *PCW Middle East].* "Multimedia World will enable *Alam Al-Computer* to play a leading role in this new technology's development in the Arabic-speaking world."

On line

ASK WALTER



Q Rumors were floating around a month or two ago that Reed Elsevier was talking to Ziff-Davis about the acquisition of some (all?) of the latter's IT publications. Have you heard anything you can share about this?

A There are always rumors floating around concerning all of the major players in the publishing industry, but I have never personally heard a word about a potential Reed Elsevier and Ziff-Davis match. On the other hand, Reed Elsevier would be one of the few publishing companies with enough cash to handle such a deal. If anyone out there knows anything about this please let us know.

Q Recently Ziff-Davis ran a special edition of *Personal Computing* as a supplement to several large U.S. Sunday newspapers. How well did it do, and is this something IDG is considering?

A All we know at the present time is that Ziff-Davis considers its *Personal Computing* newspaper supplement a success in terms of response to advertising, revenue and customer relations and that it will probably repeat this once or twice in the coming year.

While IDG has no specific company-wide plans there are a few of our companies both here and abroad that have already entered into somewhat similar deals with local newspaper publishers.

Q Last year was "The Year of the Yield" at IDG. What if anything, is the focus for 1994?

A Fiscal 1994 has been dubbed "The Year of the Advertising/Editorial Ratio." During the planning process for FY94, we found that a number of our worldwide publications were planning to increase the amount of editorial coverage without having a commitment for additional advertising pages.

While quality editorial is the key to a successful publication in terms of reader loyalty, it is also very important to have advertising revenues to support the publication. Hence the year of the ad/edit ratio.

Incidentally, the "Year of the Yield" was very successful with a vast majority of our publications posting significant increases in yields. It is our belief that with a continuation of yield increases and careful attention being paid to the ad/edit ratio all of our publications should be that much more successful this year.

Q Every other week, it seems, our manager is heading overseas for some meeting of IDG's foreign subsidiaries and licensees. In Europe alone there are apparently four such meetings per year, and the European managers also attend the annual worldwide meeting. What is the need for so many meetings, and who pays for them?

A There are indeed a number of meetings scheduled for each year throughout the vast IDG empire and they are broken down into several different categories. We have three European Manager's Meetings annually. These meetings are actually Review Board Meetings — very similar in content and scope to the quarterly Review Board Meetings that each of our U.S. companies conduct on an annual basis. For Asia/Pacific Rim and South America we have just one such meeting annually.

All of these meetings are scheduled to coincide with either industry or special country events such as major trade shows, etc. In addition to these meetings, each of our Global Product Support Centers regularly conducts meetings concerning their product line (*Computerworld*, *PC World* and *Macworld*). These meetings are invaluable in terms of sharing market information and know-how on a worldwide basis.

The only other meetings that we regularly conduct off-shore are special Executive Development sessions and one annual meeting of the IDG Board of Directors. In all cases each of the attendees to any of our meetings pays all his or her own direct costs such as travel and lodging. IDG will typically pay for meeting rooms, special events and/or guest speakers.

In our vast array of highly decentralized companies it is quite necessary to make sure that we regularly share information, and we have found that these meetings are an important component of our continuing growth and success.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to **IDG World Update** *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

IDG business units defy recession

Congratulations to the following IDG business units that have equaled or exceeded plan for the fourth quarter FY93. Given the continued economic weakness around the world, the achievement of these business units is very admirable.

U.S. units

- CW Publishing
- Federal Computer Week
- IDC
- IDG Books
- Infotainment World
- InfoWorld
- Network World
- PC World

International units

- IDG/CI Australia
- IDG/CI Austria
- IDG/CI Brazil
- IDG/CI Bulgaria
- IDG/CI China Computerworld
- IDG/CI Czech Republic
- IDG/CI France
- IDG/CI Germany Magazines
- IDG/CI Hungary
- IDG/CI Japan Computerworld
- IDG/CI New Zealand
- IDG/CI Norway
- IDG/CI Poland
- IDG/CI Spain
- IDG/CI Switzerland
- IDG/CI U.K.
- IDC Canada
- IDC China/Hong Kong
- IDC Japan

Congratulations to the following IDG business units that have equaled or exceeded plan for the full year FY93.

U.S. units

- Business Computer Publishing
- CIO
- Connell Communications
- Federal Computer Week
- IDC Government
- IDC U.S.
- IDG Books
- Infotainment World
- InfoWorld
- Macworld
- Network World
- NeXTWORLD
- SunWorld
- TechMedia Publishing

International units

- IDG/CI Australia
- IDG/CI Brazil
- IDG/CI Bulgaria
- IDG/CI China Computerworld
- IDG/CI Czech Republic
- IDG/CI Germany Magazines
- IDG/CI Hungary
- IDG/CI New Zealand
- IDG/CI Poland
- IDG/CI Sweden
- IDG/CI Taiwan
- IDG/CI U.K.
- IDG/CI Venezuela
- IDC Canada
- IDC China
- IDC Scandinavia
- IDC U.K.

Collaboration

-FROM PAGE 1

that only split tasks between PCs and LAN servers and aims to increase efficiency by using the network fabric to coordinate the efforts of both workers and machines, making it possible to distribute tasks across an organization.

TEAM-BASED APPROACH

"In today's business environment you can't afford to maintain rigid walls between departments," noted *Network World* Executive Editor **John Dix**, who will serve as editor of the new publication. "With *Collaboration* we hope to address the growing interest in a team-based approach to doing business allowing workers in widely divergent departments and locations to collaborate on projects, opening new windows of opportunity."

Collaboration's publishing schedule is timed to coincide with one major show in each quarter: ComNet in January, NetWorld and Interop in May, NetWorld and Interop in September and Comdex Fall in November.

"Besides giving us the opportunity to address a new technology that no one else is looking at, we anticipate*Collaboration* will attract new advertisers and ultimately grow away from its show roots," said Dix.

Other *Network World* staff involved in the production of the new publication include **Sue Champeny**, **Sue Slater** and **Michelle Beaulieu**, who helped design the launch issue and will continue to assist with the publication's design. Recently hired Senior Editor **Rosemary Cafasso** will also contribute as both a writer and editor.

Shopping

-FROM PAGE 1

users cannot purchase items and are only able to read about the products, not see them.

Advertisers have been enthusiastic about the concept, said **Susan Simmons**, *PCW*'s Director of Strategic Markets, though "it [online advertising] is more intuitively obvious to software manufacturers," she observed. "We're positioning Exec/Direct as another innovative way *PC World* is partnering with clients to help them succeed."

Exec/Direct will be sold primarily through in-house telemarketers. The introductory price is $2,000 per month for advertisers under contract with *PC World* and $4,000 per month for non-contract advertisers.

IDG Job Opportunities Update

Monday, January 10, 1994

The ***Job Opportunity Listing*** will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

ASSOCIATE CREDIT ANALYST (IDG)

This is an entry level position within the Credit Department. The candidate will be responsible for collecting accounts receivable for assigned publications, coordinating the flow of paperwork for incoming mail, lockboxes, and credit and debit memos. Individual will monitor customer payment records and resolve customer disputes. Candidate must have a H.S. diploma or equivalent, plus 2-3 years experience in an office environment. Strong communication skills required.

ASSISTANT SHOW MANAGER (WEC)

The individual in this position will assist the Group Show Director for the annual ComNet Conference and Exposition. Ideal candidate will assist in logistics, marketing, public relations, planning, sales forecasting, site selection and vendor selection activities. Travel is a must. Five to seven years experience in the show industry is required plus knowledge of Word and Lotus. Excellent communication and negotiation skills are necessary.

COPY EDITOR (CWPI)

Responsibilities in this position will include editing and proofreading copy for grammar, consistency and style. Duties will also include writing headlines and producing pages on a PC page makeup system. Attention to detail and the ability to work under daily deadlines is required. Bachelor's degree plus at least one year copy editing experience is preferred.

ASSISTANT SECTIONS EDITOR (CWPI)

Candidate will be responsible for planning, editing and producing several of Computerworld's weekly technical sections. As part of the editorial management team, the individual will work closely with the news and sections management team, reporters and other editors to ensure a consistent flow of high quality stories that identify key technology developments and trends.

PRODUCTION ASSISTANT (IDG BOOKS)

Responsibilities in this position will include preparation of text for page layout, preparing and tracking purchase orders, photocopying, maintaining production supplies, preparing correspondence, filing and archiving. Individual will provide support to the production staff. Must have a working knowledge of the Macintosh computer plus at least two years administrative experience. Book publishing experience helpful. Position is located in Indianapolis, IN.

INDEXER (IDG BOOKS)

This position requires a trained book indexer with published indexes who can handle a high volume of work in a short period of time and produce indexes of the finest quality. Candidate must have the ability to index form printed pages electronically, using Aldus PageMaker. IDG Books will train a professional indexer on the use of Macintosh hardware and software as an indexing tool. Additional responsibilities will include proofreading and page layout. Position is located in Indianapolis, IN.

QUALITY CONTROL, PRODUCTION (IDG BOOKS)

Candidate will be responsible for the consistency, accuracy and quality of the books during the production cycle up to the release of the books to the printer. A working knowledge of the Apple Macintosh computer and word processing is necessary. Must be familiar with graphics and page layout software. Proofreading skills are necessary. Book publishing and general printing knowledge is recommended. Position is located in Indianapolis, IN.

IDG Job Opportunities Update

Revised: January 10, 1994

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Associate Credit Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham, MA	L. Connolly	(508)935-4791
IDG	Bookkeeper	Framingham, MA	B. Thompson	(508)935-4531
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	T. Guest	(508)935-4766
IDG/NC	Administrative Assistant	IDG Newsletter Corp. Boston,MA	T. Guest	(508)935-4766
WEC	Assistant Show Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Administrative Assistant	TMP Inc. Peterborough, NH	K. Miller	(603)924-0134
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Manager, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Admin. Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor (2) (2nd Shift)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant, Pub	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Admin.Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sr. Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Editor	Framingham, MA	A. McCrory	(508)820-8205
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham,MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
FCW	District Manager	Midwest/Texas	T. Calamaro	(703)876-5100
IW	Administrative Assistant	*InfoWorld*, Natick, MA	L. Schmid	(415)312-0669
IW	Text & Graphics Rev. Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	P/T Administrative Assistant	*InfoWorld*, San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Production Assistant	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Account Manager	*Multimedia World*, San Francisco,CA	P. Navone	(415)267-1769
PCW	Administrative Assistant	*PC World*, San Francisco, CA	G. Mason	(415)978-3270
PCW	Copy Editor	*PC World*, San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	*PC World*, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	*PC World*, Boston, MA.	B. Thompson	(508)935-4531
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Technician	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Account Representative	NeXTWorld,San Francisco, CA	S. Fricke	(415)267-1784
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

IDG Chairman's Council brightens holiday for group of Boston elderly

Donald Young and Nicole Kassel enjoy the company of two of the older guests at the Christmas Festival of Lights.

Members of the IDG Chairman's Council helped escort more than 35 elders from Little Brothers/Friends of the Elderly to the Christmas Festival of Lights at La Salette Shrine in Attleboro, Mass., last month. Representing IDG on the bus trip were **Nicole Kassel** and **Donald Young**, IDG; **Patrick Gorman**, IDC; **Chris Blanchard**, World Expo and **Scott Finlay**, *Network World.*

The day's itinerary included a Chairman's Council-sponsored bus picking up the elders and volunteers at two Boston locations and at 5 Speen St. in Framingham. The bus ride to the Shrine offered the elders and volunteers an opportunity to chat and get acquainted.

At the Shrine, Council members teamed up with one or two of the elders and explored the grounds, browsed in the gift shop or attended a Mass. Finally, everyone met in the cafeteria and enjoyed hot cocoa, coffee and cookies baked by council members before venturing out to see the gala ceremonial lighting of the holiday displays. The day ended with a restful trip home and the friendly exchange of addresses and phone numbers.

Nicole Kassel of IDG contributed this article.

Computer Press Awards deadline nears

The deadline for entering the ninth annual Computer Press Awards, honoring the best computer journalism from 1993 in print, broadcast and online services is Jan. 31. There is no entry fee. To get forms, call Mike Teeling at 213-629-4974 or fax him at 213-623-9501. Windows and Mac users may download forms from the Computer Press Association's BBS at 719-592-1528. The forms are in area 5, CPA Files.

NW tops *CW* in annual drive to aid homeless

For the second straight year, *Network World* has topped *Computerworld* in the companies' annual fund-raising challenge for the WEEI 590 Fund to benefit Boston's homeless. *Network World* raised a total of $1,709.50, while *Computerworld* anted up $735. With IDG matching funds, the total raised should be in the neighborhood of $5,000.

The *Network World* victory was fueled by some creative staff-organized activities including **Sue Champany**'s art sale, which netted $403.50; the **Paul Desmond**-sponsored Celtics ticket raffle ($120); **Glenna Fasold**'s crafts raffle ($80); **Anne Nickinello**'s jewelry sale ($85) and the copy desk's pot luck lunch ($115). Donations totaled $906.

Friendly competition aside, the two publications have once again raised a phenomenal sum for the many folks who didn't have as much to celebrate during the recent holiday season. Congratulations to all who participated.

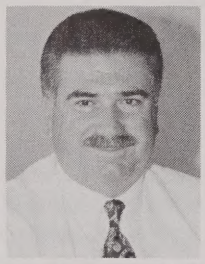
Correction

Several IDG veterans were inadvertently omitted from the end-of-the-year anniversary listing in the December 20 issue of *World Update*. Among the missing were:

Bill Leitch, IDG World Expo, 25 years
Kathy Dinneen, IDG Research Services, 20 years
Bengt Marnfeldt, IDG Sweden, 10 years
Helen Marnfeldt, IDG Sweden, 10 years

Noteworthy !

PROMOTIONS


Marino PC World

Moody PC World

PC World announced five high-level promotions in December: Publisher **Rich Marino** has also taken on the responsibilities of chief operating officer; PC World Online Director **Jim Moody** has been named publisher of his division; Vice President/Lotus Alliance Products **Craig Pierce** has been named publisher of Lotus Publishing; Director of Finance **Vicki Peilen** has been promoted to vice president, finance; and **Richard Willoughby** has moved up from director to vice president of Human Resources.

"These promotions reward work well done by each person in the last year and also codify a new top-management structure for PC World Communications, Inc.," said President Pat Kenealy.

Pierce World Update

"Each of our company's four main businesses will be run by its own profit center manager with the title of publisher. [These units include the first three mentioned as well as Multimedia World, under the direction of Publisher Jonathan Epstein.]

"By empowering four focused managers, Vicki, Richard and I will also have more than an instant to spend on evaluating, acquiring and starting new businesses that fit *PC World*'s mission of bringing users, buyers and sellers of PC products together," Kenealy said.

Eileen Faber, assistant to the show manager for ComNet since joining IDG World Expo in June 1992, has been promoted to budget analyst for World Expo. In announcing her new and expanded responsibilities, Chief Financial Officer Bob Norberg said Eileen will be the key liaison between corporate accounting and the show managers. Her duties will include monthly maintenance and reconciliation of all domestic show budgets, cost controls implementation and the development of a monthly performance report.

TRANSFERS

Batel Libes, operations manager for *Publish*'s editorial and design departments for the past two-and-a-half years, is now corporate business manager and director of international operations for Integrated Media, Inc.

NEW EMPLOYEES

Ziems

Charlotte Ziems has signed on as *InfoWorld*'s managing editor after serving as executive editor of features at *PC/Computing*. She originally joined IDG as a member of the *Computerworld* copy desk from 1983 to 1987 and also served as executive editor of *PC Resource* from 1987 to 1988. She has a BA in English from the University of Virginia and enjoys horseback riding, bicycle touring and rollerblading in her free time.

■ ■ ■

Macworld welcomes Editorial Production Manager **Jeff Sacilotto**. Jeff has a long history of working in the graphic arts industry and was most recently the scanning supervisor at Digital Pre-Press International. Outside the office, Jeff enjoys messing around with computers and working on his house.

In the advertising sales department, **Marilu Stuart** left *PC/Computing* to become *Macworld*'s new account rep for the Bay Area. She has a BA in English from the University of Michigan and enjoys horses, running, and traveling in her free time.

■ ■ ■

Rick Wescott is the account director for IDC Government's Defense Department accounts. He has a BS in marketing from Pennsylvania State University and lists his interests as family, golf and tennis.

■ ■ ■

Carlson World Update

Previously a self-employed business consultant, **Kit Carlson** is now a marketing coordinator for Lotus Publishing, helping to coordinate the direct mail area. She has a BS in journalism from Northeastern University and an MBA from Simmons College and is interested in skiing, hiking, herbalism and science fiction/fantasy literature.

■ ■ ■

Infotainment World welcomes two new employees. **Debbie Gravitz** departed the senior copy editor post at *PC/Computing* to be assistant managing editor for *Sega Visions*. She has a BA in English from Stanford and an MA in English from Yale. Outside the office, Debbie enjoys classical music, movies and books.

Laura Rosenga has been hired as Infotainment World's senior accountant. She has a BS in business administration and an MBA with a concentration in accounting; both degrees are from California State University/Hayward. Laura heads to the ski slopes and to the beach in her off hours.

■ ■ ■

LINK Resources' new analyst is **Helen Rosen**, who will be writing CIS reports on multimedia. In her previous job as a research manager she identified and researched acquisition candidates in the information industry. Helen has a BA from the State University of New York at Buffalo and enjoys reading, movies and going to the gym.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-SIX YEARS
Walter Boyd - IDG

TWENTY-FOUR YEARS
Bill Murphy - IDG

SEVENTEEN YEARS
Maureen Burke - Computerworld

FOURTEEN YEARS
Donna Pomponi - Network World

THIRTEEN YEARS
Bill Cadigan - Computerworld
Bill Laberis - Computerworld

ELEVEN YEARS
Joan Daly - IDG
Bengt Marnfeldt - IDG Sweden
Helen Marnfeldt - IDG Sweden

TEN YEARS
Paul Fitzpatrick - IDG
Pauline Smith - Computerworld
Maria Grazia Rovati - IDG Italy
Maristela Oliveira - IDG Brazil
Nieves Chesa - IDG Spain

NINE YEARS
Robin Andreola - IDG World Expo
Lois Beninati - Computerworld
Nancy Percival - Computerworld
Audrey Shohan - Computerworld
Donald Young - IDG
Tone Wolmersen - IDG Norway

EIGHT YEARS
Lorraine Witzell - Computerworld
Elin Olsen - IDG Norway

SEVEN YEARS
Anne Armstrong - GITG
Barbara Murphy - Computerworld
Jean Bozman - Computerworld
Paula D'Amico - Computerworld
Richard Cranford - PC World
Joanne Kelleher - Computerworld
Heidi Egede-Nissen - IDG Norway
Vera Chan - Asia Computerworld
Alda Campos - IDG Brazil
Rosane Serro - IDG Brazil
Dorothy Pratt - IDC Australia

SIX YEARS
Michael McGoldrick - Techmedia
Robert Brown - Network World
Bernhard Steen - IDG Norway
Katalin Kopácsi - IDG Hungary
Chiara de Renzio - IDG Italy
Alice Ramos - IDG Brazil
Ursula Nadador - IDG Spain

FIVE YEARS
Rose Marie Zeno - IDG
David Emberley - IDG
Kenneth Fuller - IDG
Margaret Scullion - IDC U.K.
Zsóka Egyed - IDG Hungary
Béla Varga - IDG Hungary
Birte Matsen - IDG Denmark
Christina Bonnevier - IDG Sweden
Diane Templin - InfoWorld

FOUR YEARS
Gerald Parsons - CIO
Louise Reed - IDG
Lillian Richard - IDG
Janet Dubois - IDG World Expo
Glynnis Mileikowsky - IDC Government
Imre Birkus - IDG Hungary
Eva Gustin - IDG Sweden
Lars Österlind - IDG Sweden
Rod Chapin - InfoWorld
Florence Mishaw - InfoWorld

THREE YEARS
Rebecca Sykes - IDG News Service
Mark Hanson - IDG
Susan Rogers - IDG
Caryn Gillooly - Network World
Frode Rognerud - IDG Norway
Bjornar Romslo - IDG Norway
Judit Akos - IDG Hungary
Barbara Salis - IDG Italy
Jörgen Bergfors - IDG Sweden
Ahrvid Engholm - IDG Sweden
Jens Eriksson - IDG Sweden
Jan Haug - IDG Sweden
Sten-Ake Ryden - IDG Sweden
Peter Wiklund - IDG Sweden
Thomas Zirn - IDG Sweden
Marc Calvanico - InfoWorld
Kelli Flanagan - InfoWorld
Katy Gurley - InfoWorld
Eos De Feminis - IDG Central Services

TWO YEARS
Catherine Sampson - Network World
Kevin Gasper - Computerworld
Alison McKenzie - IDC U.K.
Morten Christensen - IDG Norway
Zsuzsanna Micskó - IDG Hungary
Tania Galdino - IDG Brazil
Ailton Silva - IDG Brazil
Luiz Fernando Vieira - IDG Brazil
Jean Bergström - IDG Sweden
Marita Falk - IDG Sweden
Torgny Husen - IDG Sweden
Patrik Rehn - IDG Sweden
Anne Kandra - PC World

ONE YEAR
Andrea Trigila - IDG Argentina
Michael Vizard - Computerworld
Camille Jones - IDG World Expo
Deborah Temple - IDG
Kimberly Schackel - Network World
Sandra Morais - IDG World Expo
Alexandra DiIeso - IDG
Sarah Weeks - IDC U.K.
John Mulcahy - IDC U.K.
Espen Hult - IDG Norway
Runar Ronningen - IDG Norway
Wenche Farstad - IDG Norway
Teresa Hill - Infotainment World
Susanne Winding - IDG Denmark
Ana Goncalves - IDG Brazil
Atsuo Ochi - IDG Japan
Takahiko Umeyama - IDG Japan
Ema Tokuyama - IDG Japan
Miya Akatsu - IDG Japan
Sayomi Yano - IDG Japan
José Gavilan - IDG Japan
Stefan Akervall - IDG Sweden
Iwona Preis Rudawski - IDG Sweden
Cindy Phipps - IDG Books
Ric Gresh - IDG Books
Erica Bauer - Advanced Systems
Amy Bartulis - Advanced Systems
Erin Wayman - PC World
Beth Kamoroff - NeXTWORLD

Off line

Congratulations to all our enthusiastic caption contributors. Winner Marc Calvanico will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

"When I said I needed a faster board, this isn't what I had in mind."
- **Milford Sprecher,** IDC Government

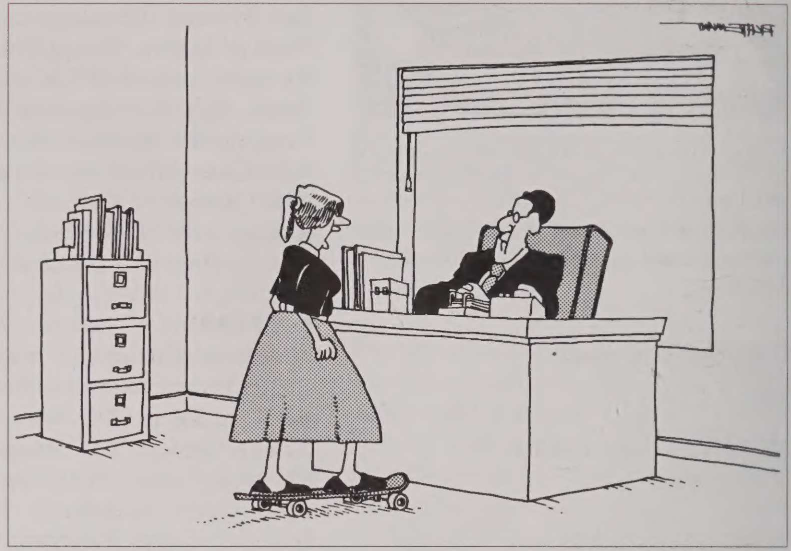
"I know it's dangerous, but it's faster than our E-mail system."
- **Marcy Dill**, CIO Publishing

"Just try and skate around this!"
- **Shawne Hightower-Fisher**, *Macworld*

"When I told you I needed a way of keeping up with the rapid changes in technology, I didn't have this in mind."
- **Camille Jones**, IDG World Expo

"This wasn't what we had in mind as an alternative to 'sneaker net.' "
- **Aaron Press**, IDC Government

"I thought this is what you meant by a networked interdepartment connection system!"
- **Myriam Contreras**, IDG Argentina



"My son gave me this skate board. He calls it his mother board."
- **Marc Calvanico,** ***InfoWorld***

"I don't mean to complain Mr. Cradley, but is there any chance of increasing my company car budget?"
- **Darrel Crowley**, *Macworld* U.K.

"Well you gotta admit it has the potential for higher throughput than our sneakernet setup."
- **Brent Williams**, IDC West

"Don't mind me, Mr. Johnson. I'm on the fast track."
- **Rick Popko**, IDG Central Services

"The upgrade to the sneakernet is now up and rolling sir."
- **Chris Willard**, IDC West

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

On-line database helps speed talented professionals to IDG
- PAGE 2

On line: Corporate Controller Ted Bloom takes a turn
- PAGE 3

IDC names 1993 Peacock Award winner
- PAGE 4

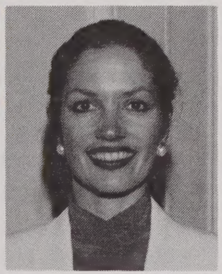
IDG *World Update*

VOLUME 24, NUMBER 3
JANUARY 17, 1994

World Expo creates global Support Center

As a means of institutionalizing its commitment to assist all IDG business units in launching and running successful trade shows and conferences, IDG World Expo has created the IDG World Expo International Support Center.

Lisa Judd, director of international sales and support for World Expo since joining the company last October, will serve as director of the new center. She had previously served as a consultant to World Expo for two years and before that was involved in international marketing and sales efforts for the Interface Group. Judd's experience in the field also includes 10 years with Digital.



World Update

Lisa Judd will head up the new center.

"One of the pivotal functions of IDG World Expo is working with our global family of IDG business units to assist them in producing excellent trade expos," said World Expo President **Ken Kaplan**. "Under Lisa's direction we are committed to

-SEE PAGE 2

Electronic Entertainment debuts with a bi-coastal bang

Infotainment World

Integrated Media President Gordon Haight (l) jokingly offers Infotainment World President Pat Ferrell (c) an incentive to let him join the Infotainment World board, while the company's National Account Manager Jim Shepherd looks on during the West Coast launch party for *Electronic Entertainment*.

Last month, Infotainment World pulled off a one-of-a-kind bi-coastal launch for its newest magazine, *Electronic Entertainment*, that heightened awareness not only for the new publication, but for the burgeoning multimedia industry as a whole.

Because the industry itself is so new, few members of the mainstream print and broadcast media have had an opportunity to view all of the latest multimedia technology in one place. Aiming to remedy the situation, the editors of *Electronic Entertainment* selected the hottest multimedia hardware and software products available and invited the vendors to ship their products to the Michelangelo Hotel in New York City where for two days the press was invited to examine the offerings and interview *Electronic Entertainment* staff.

More than a dozen interactive sta-

-SEE PAGE 4

Database helps bring talented professionals to IDG

World Update

Executive Recruiter Lori Connolly encourages employees to contact her with the names of likely candidates for the database. She can be reached by phone at 508-935-4791, fax 508-935-4600 or E-mail LCONN.

When a position opens up at any of IDG's U.S. operations and a suitable internal candidate is not available, the next step is often to launch a costly — and time-consuming — external search. To reduce both the time and money expended in this effort as well as ensure a ready pool of high-quality candidates, the IDG Corporate Human Resources Department has established an on-line database containing the names and vital statistics of over a hundred senior-level executives.

Executive Recruiter **Lori Connolly**, who is responsible for maintaining the one-and-a-half-year-old database, notes that the database has been responsible for helping to bring more than a dozen talented individuals to IDG within the past year — quickly and inexpensively. "Using the database has allowed us to cut hire times by almost two-thirds and reduce our costs to a fraction of those associated with using an outside agency," Connolly noted.

Connolly, who gathers leads from a variety of sources, relies heavily on IDG employees to provide her with likely candidates. "Our employees are often best able to identify the really exceptional people working in our industry," she said. "Whenever and wherever they meet talented individuals — at tradeshows, on airplanes, at professional gatherings — we'd like them to pass along their names to us."

Connolly will then contact these people to establish their credentials and assess their interest in being listed in the database for consideration as positions open up within IDG. People listed in the database may or may not be currently working, but all have expressed an interest in exploring future employment possibilities with IDG.

"I was very impressed with the process," said **Ariane Casey**, Mid-Atlantic District Sales Manager for *Federal Computer Week*. Casey, who joined the company last November, was referred to Connolly by an IDG employee. "A lot of times headhunters don't really have your best interests at heart, just their commissions," noted Casey. "Lori had a very realistic approach to matching my requirements and background to potential jobs."

World Expo

- FROM PAGE 1

providing valuable services and information."

Supported by funding from IDG Corporate for the next year, the International Support Center is available, at no charge, to assist IDG colleagues in any aspect of conference and exposition planning. This includes areas such as speakers bureaus and conference support; trade missions; international trade show marketing; expo training and education; vendor sponsorships; out-of-country exhibit sales; and joint ventures for the launch and management of expos and conferences.

"Our level of assistance will depend on the requests from our international offices," Judd said. "One European company, for example, doesn't need any help with sales for an upcoming show but asked us to work with them to set up a keynote and other speakers. During a recent meeting, our offices in Japan, Hong Kong, Germany, Mexico and Sweden also asked for various levels of assistance," she added.

TAILOR-MADE SERVICE

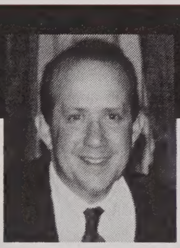
While Judd plans to tailor the consultations to individual situations, she is also working on a general "how to" manual that outlines what's involved in putting on a trade show. The guide will be distributed to all IDG offices sometime in February. Although World Expo had produced a similar document years ago, Judd is taking a fresh approach, emphasizing how IDG can compete in the '90s and drawing on her extensive industry background.

Strengthening the relationships World Expo has with its sister business units is the most important aspect of her new role, Judd said. She recently met MACWORLD Expo organizers, plans to see colleagues at ComNet, and has several international trips planned. Although initially most of her trips will be in conjunction with events, Judd said the travel budget allows her to visit IDG peers when needed. "It's important for me to get out there, and I'm looking forward to helping in whatever way I can," she said.

Any IDG office interested in working with the International Support Center should call Lisa Judd at 508-820-8685 or fax 508-875-1573.

On line

ASK TED



Ted Bloom, IDG's vice president/corporate controller, takes a turn as this week's guest columnist.

Q What difference, if any, do you think exists between the accounting function of IDG's U.S. operations and the international operations? Do you get involved in the accounting control responsibilities of IDG's international units?

A The major difference between the accounting functions for the U.S. operations and the international operations is that the accounting for the U.S. operations is performed on a centralized basis while the accounting for each of the foreign subsidiaries is performed in each country.

I am very involved with the accounting for the international subsidiaries and work very closely with the International Controller's Office in London. I review all financial statements prepared by the foreign subsidiaries on a monthly basis and work closely with the outside accounting firms when the annual audits are performed on the foreign subsidiaries. Since it is my responsibility to prepare the annual audited financial statements for IDG with the outside auditing firm, I must ensure that all the information on the foreign subsidiaries is prepared accurately and on time.

Q Are there any plans in place for the Accounting Department to do more on-line electronic transmission of data using a program such as Lotus Notes?

A Certain accounting information is already electronically transmitted to the general ledger system. One example of this is electronic transmission of data from ADP, the service bureau that processes IDG's payroll. We have also looked into working with the Bank of Boston for the electronic transfer of payments received from advertisers through their lock box system.

Journal entries are currently being electronically transmitted to IDG from several of our operating units; this allows faster processing to the general ledger. This is particularly important as the volume of transactions has increased substantially. At all times, group controllers and business managers are looking for ways of transmitting information in a more timely and efficient manner.

Q Why do we have a September fiscal year-end? Wouldn't December be easier for everyone?

A In 1988, the Executive Committee and Board of Directors of IDG decided to change IDG's fiscal year-end from December 31 to September 30.

The period October through December is generally the best quarter for IDG, and it is most common for a corporation to start its fiscal year with its best quarter. This is done so that the company can have a better gauge of how it did in its strongest fiscal quarter and, if necessary, make any adjustments in the subsequent quarters to help achieve its annual business plan.

Also, the summer months are slower for most companies, and this allows the business unit the amount of time needed to prepare the annual business plans that are due to the IDG Corporate Support Center [IDG Headquarters] by the end of July.

Q Some countries where licensees publish IDG titles have inconvertible currencies. How do we receive our royalties in U.S. dollars?

A In an instance where we are not able to receive payments for royalty fees, IDG receives its money by offsetting royalties for license fees with advertising sold in the country's publications by IDG's International Marketing Services division, or other services purchased by the country from various other IDG companies. At the end of 1993, there was only one country where this situation existed.

Q Are there any plans to make intercompany invoicing a centralized operation rather than the current paper invoicing and check cutting between IDG business units?

A For tax purposes, payments for intercompany activities between foreign subsidiaries and U.S. subsidiaries, must be made by either check or by electronic bank transfer. The majority of intercompany transactions between domestic units are recorded through intercompany journal entry transfers, not invoices and checks. Some domestic intercompany activities are recorded by invoicing and check at the request of the business unit.

Q I've heard that IDG's Accounting Group is looking into a new general ledger system. If this is true, what would be some of the additional features and capabilities of the new system that would enhance and streamline IDG's current internal reporting and controls?

A After the new revenue system and the new accounts receivable system are in place, IDG's Accounting and IS Department will begin researching the implementation of a new general ledger system for IDG. This project should begin this summer.

Some of the new features of the general ledger system would be on-line access and a more sophisticated report writer to analyze the data. The current system, which has worked well for the past 10 years, is a product of McCormack & Dodge, which is now part of Dun & Bradstreet Software.

Some of the vendors from which we will be requesting RFPs for the new general ledger system are Dun & Bradstreet Software, Coda Systems and Ross Systems. If you have any input, feel free to call Nancy Newkirk at IDG (508-935-4562).

IDC's Paul Pastrone wins 1993 Peacock Award

The 1993 James Peacock Memorial Award winner is IDC Director of Latin American Research **Paul Pastrone**. Pastrone was singled out for his outstanding contributions to IDC's expanding research efforts in Latin America. Pastrone and runners-up **John Morrell**, Regional Manager, Unix Software; and **Mark Leary**, Research Director, Technology Investment Strategies Group, were presented with their awards during a ceremony at IDC's U.S. headquarters in Framingham attended by IDG Chairman **Pat McGovern** and IDC President **Kirk Campbell**.

The award, given annually, recognizes IDC employees who best demonstrate the professional excellence exemplified by the late James A. Peacock, an IDC vice president for 15 years until his death in 1981. Recipients are recognized for their ability to organize, conduct and communicate the results of research projects to clients in a timely and effective manner.

During 1993, Pastrone, a five-and-a-half-year IDC veteran, either wrote or directly oversaw major regional studies in computer hardware, professional services, printers and LANs, as well as numerous custom projects. Each of these studies rivals or surpasses the research standards established in the U.S. in terms of their look, feel and content, noted his nomination.

For the professional services study Pastrone developed an innovative demand- and supply-side approach that provided a deep understanding of the dynamics in each of the countries studied. This model was then successfully replicated by IDC's Asian Research Center.

"Pastrone has been IDC's most successful manager in developing country-specific reports while still delivering the entire regional package in a timely manner — an extraordinary achievement given that IDC's Latin American operations are just three years old," said IDC Senior Vice President **David Moschella**.

IDC

Paul Pastrone (r) receives the Peacock Award from Pat McGovern (l) and Kirk Campbell.

John Morrell's 1993 research output included numerous bulletins and fax flashes as well as four major reports, blending both supply-side and survey-based research methods and covering a wide range of topics.

"Two things immediately come to mind when assessing John's 1993 research output: productivity and versatility," noted Senior Vice President **David Vellante**. "It's difficult for me to imagine any researcher exceeding John's accomplishments in these areas.

"In the spirit of the Peacock Award, John's research is not only on time and to spec, it's often ahead of schedule."

Mark Leary is unquestionably the most productive and prolific senior analyst at IDC, read his nomination. During 1993, Leary authored 24 research bulletins and co-authored/edited over 50 others. Leary also co-authors a monthly newsletter, *Down to the Wire*, with **Eric Owen** of TIS/U.K.

"Mark consistently delivers the important constants that define IDC best: dependability, a commitment to quality, vision that extends beyond his own research area, a quiet confidence and a great sense of humor," noted Vice President **Frank Gens**.

Debuts

-FROM PAGE 1

Infotainment World

Infotainment World Marketing Director Deborah Vernon (l) and Valerie Hennigan help celebrate the launch of *Electronic Entertainment*.

tions running the hottest-selling software were available for demonstration.

The event was a huge success, according to Infotainment World Marketing Manager **Valerie Hennigan**, noting that it received national broadcast coverage from CBS, CNN, CNBC and Fox, national dailies and weeklies including *The New York Times*, *Business Week*, *Newsday*, *U.S. News & World Report* and *The Christian Science Monitor,* as well as several nationally syndicated radio stations.

Meanwhile, on the West Coast, preparations were under way for what would be the launch party of the year. Four hundred of the industry's top players were invited to San Francisco's Spectrum Gallery where 15 interactive stations were on display. Two bands, including an all-star group composed of representatives from such legendary bands as Pink Floyd, The Doobie Brothers and Steely Dan provided entertainment.

Local press coverage was intense with *Electronic Entertainment* receiving an unprecendented two business section cover stories in the *San Francisco Examiner* within three days.

"*Electronic Entertainment* is off to a fabulous start," noted Infotainment World President **Pat Ferrell**. "The sell-throughs for this magazine have been terrific."

IDG Job Opportunities Update

Monday, January 17, 1994

COMPUTER OPERATOR SECOND SHIFT (IDG)

Ideal candidate will provide operational and client support for a DEC VAX 4500. A minimum of two years experience with VAX/VMS is required. Individual must have a thorough working knowledge of VMS utilities and commands. Data communication experience a plus.

CORRESPONDENT - TOKYO (IDG/IPS)

IDG's global, on-line news service is seeking an experienced reporter with strong Japanese language skills to cover key Asian IT markets. Daily and/or weekly news reporting experience is necessary. The ideal candidate must be fluent in Japanese, read Kanji and have a broad understanding of the worldwide computer and communications industries. Specific knowledge of the Japanese and other Asian markets is preferred.

ASSISTANT EDITOR (IDG/IPS)

The IDG World Update is looking for an assistant editor to work on all aspects of the newsletter's creation. Candidate must be a self-starter with strong writing and copy editing skills. Individual must be able to handle many tasks simultaneously and work under tight deadlines. Macintosh experience and familiarity with Pagemaker and Freehand is necessary. Photographic skills a plus.

SALES DIRECTOR - WEST COAST (CWPI)

Candidate will be responsible for directing and developing the West Coast publishing sales operation. The individual will work with the Computerworld sales staff to help sell custom publications, such as the CW White Pages, ad supplements, direct mail supplements and the CW Solution Series.

SALES ASSISTANT - WEST COAST (CWPI)

This position will be responsible for providing support to a District Sales Manager. Candidate must be goal oriented and be able to work in a fast paced environment. Excellent communication skills are necessary. Administrative experience, PC/Mac literacy the ability to produce graphics presentations is required. Bachelors degree a plus.

SALES ASSISTANT - CHICAGO (IW)

The individual in this position will handle weekly closing of display editions, assist in producing mailings, and provide general sales administrative support. This is a fast-paced environment that requires superb attention to detail. Strong organizational skills and a positive client-service attitude are necessary. Publishing or advertising experience desired.

ENTERPRISE TEAM SYSTEMS ANALYST (IW)

This highly visible position requires excellent writing and hands-on technical skills. Ideal candidate will have experience installing and administering LAN's, WAN's, telecommunications links, bridges and routers, Email and gateways. Individual must be able to work under a variety of operating systems. Application development skills preferred.

SENIOR SYSTEMS ANALYST (IW)

The person in this position will be responsible for the maintenance and development of InfoWorld's strategic network systems. Duties will include direct planning and implementation of new network hardware, software and services. Individual will work to resolve network-related user problems.

MARKETING SPECIALIST (IDG/B)

The individual in this position will coordinate the development and production of product packaging, catalogs and promotional materials. Excellent communication skills are necessary. Candidate must be well organized and detail oriented. Strong design, print production, copy-writing and desktop publishing skills are preferred.

PRODUCTION DIRECTOR (IMI)

Successful candidate will oversee all day to day production operations for Multimedia World print and electronic publishing products. Individual will determine and implement strategies for production, negotiate print, paper and other contracts. Five plus years of magazine production experience, with two years as a Production Manager or the equivalent, required. Experience with CD-ROM publishing a plus.

ASSISTANT TO THE ASSOCIATE PUBLISHER (IMI)

Successful candidate will perform administrative and clerical tasks as determined by the Associate Publisher. Responsibilities include meeting and presentation preparation, extensive customer contact, departmental expense tracking, financial analysis and special projects. Individual must be IBM PC literate. Knowledge of Word and Excel preferred. Ideal candidate must be highly organized and detail oriented. Excellent written, verbal and telephone communication skills are required. Fast-paced environment.

CIRCULATION ASSISTANT (IMI)

This position will provide administrative support and customer service to the circulation department. Word processing and spreadsheet software experience is essential. Experience in customer service preferred. A Bachelor's degree in addition to some business experience required.

IDG Job Opportunities Update

Revised: January 17, 1994

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Computer Operator (2nd Shift)	Framingham, MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham, MA	L. Connolly	(508)935-4791
IDG	Bookkeeper	Framingham, MA	B. Thompson	(508)935-4531
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG/IPS	Assistant Editor	IDG Int'l Pub. Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	Correspondent	IDG Int'l Pub. Svcs, Tokyo,Japan	M. Cornetta	(508)935-4734
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	T. Guest	(508)935-4766
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	T. Guest	(508)935-4766
WEC	Assistant Show Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Administrative Assistant	TMP Inc. Peterborough, NH	K. Miller	(603)924-0134
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*DesktopVideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer*, Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Manager, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Admin. Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor (2) (2nd Shift)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant, Pub	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Admin.Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Director	Burlingame, CA	L. Craven	(708)798-1113
CWPI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Editor	Framingham, MA	A. McCrory	(508)820-8205
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham,MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
IW	Senior Systems Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IW	Enterprise Team Sys. Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Sales Assistant	*InfoWorld*, Chicago, IL	L. Schmid	(415)312-0669
IW	Administrative Assistant	*InfoWorld*, Natick, MA	L. Schmid	(415)312-0669
IW	Text & Graphics Rev. Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	P/T Administrative Assistant	*InfoWorld*, San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Production Assistant	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Asst. To Associate Publisher	*Multimedia World*, San Francisco,CA	P. Navone	(415)267-1769
PCW	Production Director	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Account Manager	*Multimedia World*, San Francisco,CA	P. Navone	(415)267-1769
PCW	Copy Editor	*PC World*, San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	*PC World*, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	*PC World*, Boston, MA.	B. Thompson	(508)935-4531
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Circulation Assistant	*Publish*, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Account Representative	NeXTWorld,San Francisco, CA	S. Fricke	(415)267-1784
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

World Expo employees honored for adherence to Corporate Values

Photos by Rachel Winett

Janet Morita was honored for her leadership and innovative approach to conference management.

Martha Watjen was cited for her persistence and attention to customer service.

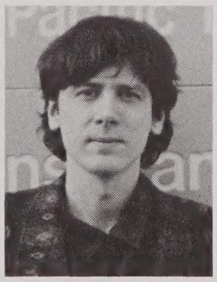
Two outstanding employees of IDG World Expo earned their colleagues' praise and their business unit's Corporate Value Achiever awards for the second and third quarters of 1993.

The nominations for Conference Director **Janet Morita** (second-quarter winner) read, in part, "Janet exhibits leadership and enjoys seeing her staff grow and take on more responsibility," "she is always trying to be one step ahead of the competition," and "she is always looking for innovative ways to run conferences."

Promotions Manager **Martha Watjen** (third-quarter winner) served as the promotions manager for Enterprise '93 and is now working on the upcoming UniForum '94. Her colleagues observed that "Martha is persistent and patient" and "she exhibits a customer service attitude and contributes to her group as well as to the organization."

Chairman's achievers

Marc Mikulich
Foreign and Subsidiary Rights Manager
IDG Books Worldwide



Mikulich

IDG Books

"Marc is an exceptional individual who has contributed to IDG Books' growth as an international marketshare leader," said Brandon Nordin, vice president of international sales.

In just over two years, Marc has signed more than 250 licenses, and IDG Books now appear in more than 24 languages from French and German to Catalan and Tagalog.

Translation sales not only help grow IDG Books' global market share but also help develop local IDG publications' brand identity as well, Nordin added. "Marc's efforts help position IDG as a leader in offering solutions and information on IT products to a readership hungry for answers."

Noteworthy!

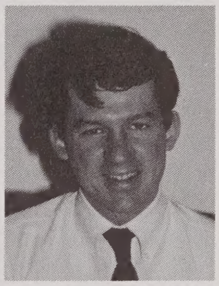
TRANSFERS

Wexler

World Update

Joanie Wexler, previously senior editor for networking at *Computerworld*, has joined *Network World* as senior editor of global services. She will direct a team of reporters covering wide-area and local network services, including advanced data services such as frame relay and ATM.

NEW EMPLOYEES



Rines

World Update

After serving as an intern at IDC since December 1992, Research Analyst **David Rines** became an official employee with the Distribution Channels/Personal Systems group late last year. He previously worked for a small research firm in Greater Boston. David has a degree in psychology and an MBA, both from Syracuse University, and enjoys squash, skiing, tennis and swimming.

■ ■ ■

Systems Production Assistant **Carl Strolle** is now an official IDG employee after doing temporary work in accounting for IDG Central Services. He has a BA in economics from Bowdoin College and spends his free time skiing, mountain biking and playing basketball.

■ ■ ■

Multimedia World's new art director, **Adrian Morgan**, most recently worked on his own doing publication design for a variety of clients, including Intel and book publishing houses. He has a BA in visual communication from Cardiff (Wales) College of Art and Design.

13 celebrate 10

IDG Peterborough staff honored for a decade of service

IDG Chairman Pat McGovern treated 13 IDG Peterborough employees to dinner at the John Hancock Inn in Hancock, N.H. last month in honor of their 10th anniversaries with the company. Several individuals had worked previously for Wayne Green Enterprises, which IDG acquired in 1983, and therefore celebrated their tenure as official IDG employees during the December dinner.

Receptionist Manager **Liz Abbott** began her tenure in 1981. She's the devoted owner of two Black Labrador dogs and makes time for home landscaping projects and knitting lap robes for nursing homes.

Since joining the company in 1982, **Mary Hartwell** has been a data processing manager and ad coordinator for *InCider/A+* and now serves as an administrative assistant for Business Computer Publishing. She collects hand-painted ceramics and is an accomplished maker of hand-crafted figurines and holiday decorations.

Maintenance Supervisor **Bill Greenwood**, husband of Linda Greenwood, joined the Peterborough staff in 1981. He enjoys hunting, fishing and playing softball.

Linda Greenwood began her IDG career in 1983 as a typesetter in corporate production, moved on to work for *Portable Office* and is now the electronic publishing manager for the *DOS Resource Guide*. She also owns a women's clothing store in Peterborough and enjoys tending her flower garden.

Wendie Haines Marro served as a

-CONTINUED ON NEXT PAGE

Pat McGovern joins Liz Abbot (l), Mary Hartwell and...

Dennis Brisson, Nancy Mallette...

Bill and Linda Greenwood...

Howard Happ, Marcia Burke...

Jeff DeTray...

IDG Peterborough photos

Wendie Marro (l), Heather Guinard...

Bill Boyer and Darlene Sweeney.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-TWO YEARS

Joe Levy - CIO

SIXTEEN YEARS

Jeff DeTray - Business Computer Pub.

FOURTEEN YEARS

Averie Rosemark - IDC

TEN YEARS

Barbara Sands - Computerworld
Lee Doyle - IDC

NINE YEARS

Maureen Rondeau - IMS
Rebecca Segal - IDC
Michael McShane - InfoWorld

EIGHT YEARS

David Essex - Business Computer Pub.
Elizabeth Horwitt - Computerworld
Brad Thorpe - IDC

SEVEN YEARS

Ann Mackay - Network World

SIX YEARS

Michelle LaJeunesse - IDG
Chris Guio - InfoWorld
Richard Cranford - Lotus/PC World
Mary Loffredo - IDC
Dorothy Rosenthal - IDC

FIVE YEARS

Dorothy Cronin - IDG
Amy Fellows - IDG
Eduardo Barba - IDG Spain
Laura Stoll - Advanced Systems
Yoko Nishii - IDG Japan

FOUR YEARS

Francis Mao - Infotainment World
Nicole Kassel - IDG
Ben Barbante - InfoWorld
Lisbeth Egeskov - IDG Denmark
Maria Berg - IDG Sweden
Marcia Rosenthal - IDC
Virginia Mellinger - IDC

THREE YEARS

Valeria Penati - IDG Italy
Sara Kershaw - Computerworld
David Cobb - PC World
Liselotte Nielsen - IDG Denmark

TWO YEARS

Kathy Day - IDG Books
Fredrik Käck - IDG Sweden

ONE YEAR

Kjetil Edgar Nilsen - IDG Norway
Agnes Vanek - Federal Computer Week
Hiroshi Yamamura - WEC Japan
Masaru Kobayashi - IDG Japan
Erik Philipsson - IDG Sweden
Barbara Kitzis - IDC
David Rines -IDC
Esmeralda Silva - IDC
Felix Gonsalves - LINK Resources
Eric Prothero - IDC
Eileen Zimbler - LINK Resources

Celebrate

-FROM PAGE 6

marketing assistant for nine publications when she came on board in 1983, the first marketing staff member hired; she's now marketing director for *AmigaWorld* and *Desktop Video World.* Her first child, Emilee, born last August, takes up much of her free time.

Heather Guinard joined the company in 1982 and has served as a receptionist/secretary in the advertising department, ad coordinator, ad sales telemarketer and began selling display ads last year. She's won IDG Peterborough's Classified Sales Rep of the Year award four consecutive years. Outside the office, she enjoys traveling and spending time on the beach.

Jeff DeTray, president of Business Computer Publishing, came to Peterborough in 1978 to be involved with such startups as *80 Micro*, *RUN* and *InCider*. While at IDG, Jeff has been publisher of *Hot Coco*, *CD-ROM Review*, *Portable Office* and the *DOS Resource Guide*. He and his wife, Lynda, are long-time computer enthusiasts and met through an on-line service.

Bill Boyer, director of credit, joined the company in 1983. He and his wife look forward to their annual trips to Florida, where Bill enjoys beachcombing, and he's also partial to all racquet sports.

Dennis Brisson started his Wayne Green career as an assistant editor in 1977 and was the founding editor of *RUN*; he became editor-in-chief of *AmigaWorld* in 1992. Dennis is a sports fan and avid supporter of his daughter, Beth, a varsity basketball star in high school.

Senior Credit Analyst **Nancy Mallette** has been working in Peterborough since 1978, first as an advertising coordinator and then later held several ad sales positions. Dancing, reading and learning about fine jewelry are among her avocations.

Darlene Sweeney joined Wayne Green in 1980 as data processing supervisor and was promoted to assistant to the director of credit for IDG in 1983. She has been advertising data processing manager since 1987. Outside the office, Darlene enjoys stage design, watercolors and scuba diving.

Howard Happ joined Wayne Green in 1979 and serves as art director for both *AmigaWorld* and *Desktop Video World.* He spends his free time cooking, painting and gardening.

Mailroom Supervisor **Marcia Burke**, a Peterborough native, signed on with Wayne Green in 1981. She is involved, along with colleague Mary Hartwell, with the annual "Santa" project to provide gifts to local children in need.

Addendum

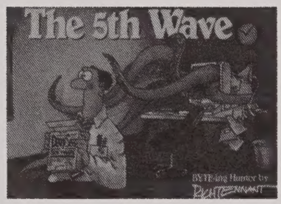
Joanne Boiardi, who celebrated her 12th anniversary with *Computerworld* last year, was inadvertently omitted from World Update's December 20 wrap-up issue.

Off line

Win Your Own

World Update
RICH TENNANT

or



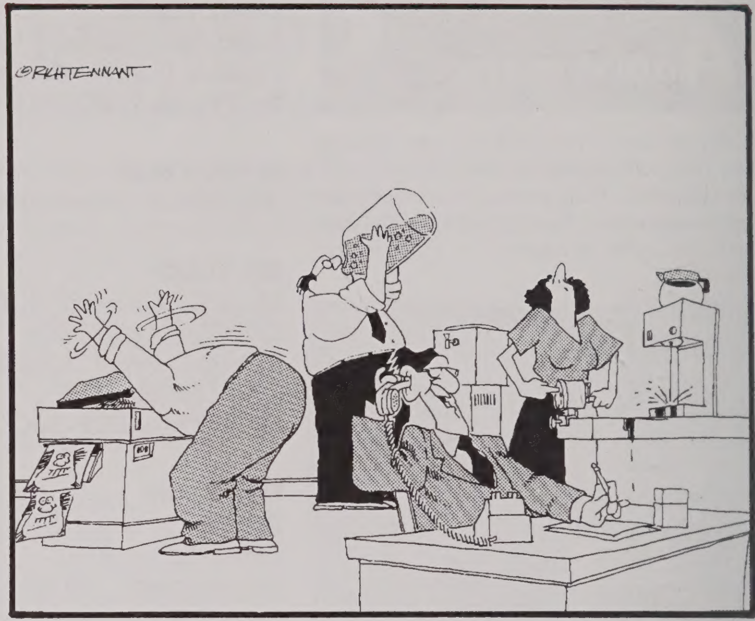
Off line T-Shirt

***5th Wave* cartoons**

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, February 1. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!



IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

PCW and _Newsweek_ form alliance for supplement series
- PAGE 2

Second annual Object World/Boston boosts overall turnout
- PAGE 2

Swiss editor turns painting into multimedia CD
- PAGE 5

IDG *World Update*

VOLUME 24, NUMBER 4

JANUARY 24, 1994

Quake sways IDG's staff in L.A. area

"It was like a nuclear bomb going off outside your house." That's what it felt like on January 17 for *InfoWorld* Account Manager **Jennifer Davy Beilowitz** and her husband when an earthquake measuring 6.6 on the Richter scale shook the Los Angeles area. Their home was in Tarzana, two miles south of the quake's epicenter.

She and the other 30 or so IDG employees in Southern California emerged from the devastation unhurt but emotionally shaken. Beilowitz appears to be the one most severely affected; she and her husband lost most of their possessions in the destruction of their rented condo.

The *PCW* and *IW* sales staffs, located in twin tower office buildings in West L.A., had to deal with toppled bookcases, plaster damage and waterlogged papers from the set-off sprinklers.

Forty-five miles east, IDG Irvine had minimal damage and many employees managed to get to the office Monday. However, a 5.5 aftershock had them diving under desks and standing under doorways. "You never get used to this," said Receptionist **Martina Martin**, a native Californian. Despite Mother Nature, the hardy Southern California team managed to conduct business (mostly) as usual last week.

Macworld celebrates its 10th birthday at MACWORLD/Expo

Macworld
EDUCORP
CD-ROM PRODUCTS

Macworld

Macworld **staged numerous events that attracted huge crowds to its booth during the four-day show.**

Macworld magazine turned 10 this month and celebrated the occasion with several events tied to the recent MACWORLD Expo held at San Francisco's Moscone Center Jan. 5-8.

An over-capacity crowd of international end users and developers turned out for a full-day seminar, Macworld Vision '94: The PowerPC, held Jan. 4. Positioning itself as the forerunner in PowerPC news and information, *Macworld* provided key developers the opportunity to exchange ideas openly with leading *Macworld* readers in one of the hottest industry events of the year, explained *Macworld* Marketing Director **Cynthia Koral**. The PowerPC is an IBM/Motorola RISC chip upon which Apple's next generation of processors will be based. The seminar was designed to help users navigate the transition to the new platform, which is expected to debut later this spring.

-SEE PAGE 5

In brief

PCW, Newsweek team up for special reports

With the success of two collaborative efforts behind them, *PC World* and *Newsweek* have announced that they will jointly publish four special computing reports in 1994. The special sections will report on developments in the small office, home office (SOHO) computer market and will be exclusively prepared by the editors of *PC World*. The four sections will appear in issues of both *PC World* and *Newsweek*, coinciding with *PCW*'s April, June, September and December issues.

The agreement follows the highly successful 36-page special report on the SOHO market that appeared in the Nov. 22, 1993 issue of *Newsweek* and the December issue of *PC World*. The first collaborative effort, on portable computing, was published in late 1992. This year's four special sections will reach over four million readers, the combined circulation of *PC World* and *Newsweek*.

"This is a win-win agreement for both readers and advertisers," said *PCW* Publisher **Rich Marino**. "We estimate that by 1996, SOHO computer users will account for more than $15.5 billion in U.S. PC purchases, over 55% of the anticipated total PC market in the U.S. It is increasingly important for high-tech marketers to reach this growing market."

"*Newsweek* alone reaches more PC users than *Time* or *U.S. News and World Report*," said Greg Osberg, *Newsweek*'s associate publisher. "The combination of *Newsweek* and *PC World* also outreaches the circulation of the three largest business books."

IDG sponsors concert series

Noting that "music is a wonderful common language for communication," IDG Chairman **Pat McGovern** led the company beyond the world of information technology earlier this month by sponsoring the inaugural performance of its World Celebrity Concert Series. The Series' first concert was held in Beijing on Jan. 9, as the Central Philharmonic Orchestra of China performed four original works by renowned Chinese composer Tan Dun.

"People of all cultures can share their concepts, feelings and dreams through music," McGovern said. "Each year, the IDG World Celebrity Series will sponsor a talented composer to create an original work and will hold the premier performance of that work in his or her native country." Dun has received many national music prizes in China and numerous international awards; his works have been widely performed and recorded by major orchestras throughout Europe, Asia and North America.

In announcing the premier concert in Beijing, McGovern cited IDG's long-standing business involvement in China, which began in 1980 when his joint venture with the Ministry of Electronics Industry made McGovern the first American to establish a joint venture business in the People's Republic of China.

Object World kicks off worldwide run in Boston

World Update photos

Show manager Therese Merrell (center) goes over logistics with Promotion Manager Christine Krajewski and Justin Desmarais, who staffed the new products voting booth.

"Bigger and better" was the unofficial theme of last week's Object World/Boston show. Produced as a joint venture of IDG World Expo and the Object Management Group, the three-day show drew 35% more attendees than last year, attracted 60 exhibitors (double the '93 turnout) and took up three times the floor space.

In addition to the exhibit area at the Hynes Convention Center, Object World included book signings, nine tutorial sessions, three conference tracks, and seminars on issues relating to object technology market development.

Object technology is a radically different approach to software development that makes software easier to design, reuse and maintain.

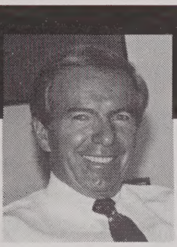
An enthusiastic crowd gathered for the announcement of the first Object World/Boston Best New Object Technology Awards Program sponsored by *Computerworld*. **Steve McClure**, object technology manager for IDC, and **Melinda Carol Ballou**, senior writer for *Computerworld*, served on an industry panel that voted, along with attendees, for the winning entrants.

OBJECT WORLD
60 SECOND SURVEY

Attendees line up to rate the show via the computerized 60 second survey sponsored for the first time by *Computerworl* d.

On line

ASK BILL



Bill Murphy, IDG's executive vice president/finance, is this week's columnist.

Q Are IDG's holdings currently defensively positioned, i.e., do you expect a "correction" in the stock market?

A Substantially all of IDG's marketable securities are in fixed income investments with a very high percentage in short-term maturities. Any correction in the stock market would have little effect on fixed income securities.

Only a handful of market followers are looking for a substantial correction in the stock market. In fact, over the last year there have been rolling corrections in various industry segments such as chemicals, health care, consumer nondurables and technology. With an improving economy, low inflation, low interest rates and rapidly improving corporate profits, barring some jarring news on inflation or the geopolitical scene it is difficult to build a case for a significant correction in the market, at least during the first half of 1994. After that, keep an eye on the inflation numbers since inflation will determine the future course of the equity and fixed income markets.

Q What would you say are the three top computer stocks for 1994?

A I only wish I knew the top computer stocks for 1994! Deferring to the professionals, I pass along a few of their recommendations. The technology sector is strongly recommended by most major firms since companies continue to invest in information technology in order to improve productivity. Within the communications sector of the technology group there are strong "buy recommendations" on LDDS Communications and IDB Communications, although both are at very high multiples of earnings. Oracle, as the leader in database software, is on most money managers' buy lists. The value list includes companies like Exide Electronics, Xyplex and Network Computing Devices, which carry price/earnings multiples of 15 or less. A turnaround candidate for 1994 is Apple Computer, which has been in a cost reduction mode and will start shipping the PowerPC platform in the spring; this should bring improvement in quarterly earnings comparisons in the latter part of this year.

Q I read in a recent *World Update* the names of business units that met or exceeded their business plans for FY93. Does this mean all those companies were actually profitable or could they make the list if they were on plan for a loss and posted the anticipated loss or less?

A Companies that meet or exceed their plan make the list. That includes any companies for which a loss is budgeted and which come in either on plan or at a loss less than budgeted.

Q I've heard fiscal 94 is off to a great start, with a good chance the company will turn in record profits this year. To what do you attribute this?

A During the last few years our attention has been focused on improving operating performance, boosting our advertising page yields and weeding out activities on which the return on investment extends out to the 21st century. All of this, combined with an improving economy in the U.S., has had a very positive impact on profitability.

Q Are there any costs to IDG associated with allowing employees to pay for dependent care and medical care with pre-tax dollars?

The costs associated with the Section 125 plan, which allows employees to use pre-tax dollars to fund dependent and medical care, are largely administrative costs. These relate to the set-up, administration and compliance requirements.

Q Two years ago, IDG began offering U.S. employees an opportunity to contribute to a 401(k) plan through payroll deductions. Recently I inquired about contributing a modest lump sum from my savings account to my 401(k) but was told I couldn't. Why not?

A Contributions to a 401(k) plan can only be made as a percentage of payroll — this is an ERISA [the federal Employee Retirement Income Security Act] requirement. Consequently, contributions from sources other than rollovers from an existing plan are not permitted.

Q Why does IDG have an outside board of directors? Who is on the board and how much input do they have into the operations (particularly financial) of the company?

A An outside board of directors brings a wealth of experience which a company might not otherwise benefit from. IDG's outside directors are Harlan Anderson, Steve Coit, Bob Farmer, Dean Phypers and Abe Siegel. Collectively, they bring experience in dealing with small companies, large companies, venture capital, the investment banking community, management organization structure, etc.

The board meets seven times a year; one meeting is held outside of the U.S. in order to familiarize the board with our foreign offices. The group deals primarily with strategic and policy issues and not with operations. Meetings often cover such things as progress toward achieving short- and long-term goals, updates on operating and financial results, a "spotlight" presentation by a president of one of the operating units, and other board-related matters.

IDG has an audit committee consisting of two outside directors. Audit committee meetings are regularly held with our outside auditing firm and a report of that committee is given to the full board. Also, two outside directors serve as trustees of the ESOP.

A pavilion or a parking lot?

Desktop Video World photos

Desktop Video World's MACWORLD pavilion featured an 80-foot tractor trailer that housed a 25-seat theater.

That was the question posed to Peg Brown, *Desktop Video World*'s Event Coordinator, by MACWORLD Expo producer Mitch Hall when the Desktop Video Pavilion floorplan specified space for an 80-foot tractor trailer with cab and a Formula One race car.

The trailer housed a 25-seat theater where a 20-minute live and video presentation ran every half hour introducing the Apple Professional Video Production System, developed by a consortium of vendors comprising Radius, Apple New Media, Adobe, VideoFusion and Storage Dimensions. More than $100,000 worth of prizes were donated by participating companies and given away during the show.

FORMULA ONE RACE CAR

The Formula One race car was used as a prop to photograph attendees and add footage edited with VideoFusion, supported by Storage Dimensions. Participants had a chance to win a free lesson at the Russell Racing School and bring their race car driving fantasy to life.

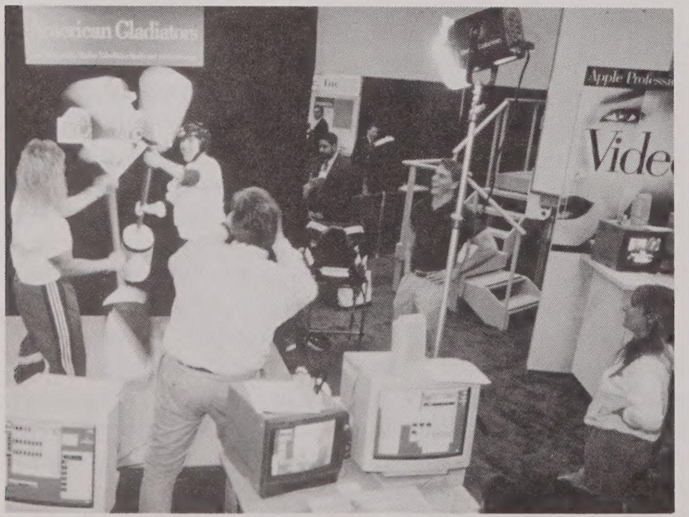
In addition, show attendees were invited to meet Ice and Sabre, two athletes from the popular TV show American Gladiators, get an autographed photo and tape a segment in "attack mode." This spectacular opening to the TV show was produced on a Macintosh computer using Radius' VideoVision Studio. The sequence was edited with Adobe Premiere to include the best attendee performances, and the tape of the previous day's footage was shown on a large monitor and given to participants as a souvenir.

The Desktop Video Pavilion, located on the main floor of the Moscone Center, was sponsored by *Desktop Video World* and Mitch Hall Associates. Its purpose, according to Brown, was to heighten market awareness of the desktop video market and to demonstrate for MACWORLD Expo attendees the huge technological gains achieved in the market since Apple introduced QuickTime a mere two years ago at MACWORLD Expo/San Francisco '92.

"Our ongoing relationship with this consortium of companies as the Road Show visits studios and post-production houses throughout California in the coming months gives *Desktop Video World* an opportunity to reach professionals on the cutting edge of digital video and maintain a high level of visibility in the market," said Publisher Dale Strang.

"Exhibiting at a show like MACWORLD Expo can be prohibitively costly for a small publication like *Desktop Video World*," noted Brown.

"Working in partnership with vendors from the desktop video community enables us to present a much bigger presence than would otherwise be possible for a fraction of the cost."



Attendees were invited to tape a segment of the popular TV show American Gladiators.

radius
Adobe
VIDEOFUSION
STORAGE DIMENSIONS
Plug into the Fut of Desktop V

By teaming up with a group of vendors, *Desktop Video World* was able to create a much bigger presence at the show.

Off-site

Macworld Schweiz's Andreas Fischer pursues brush with fame

When he's not writing reports on software tests or profiling Swiss Mac users in various industries, *Macworld Schweiz* **Andreas Fischer** takes to his easel. Painting has been a creative outlet for the editor since he was a boy.

"My dad painted as a hobby, so it was easy to find color tubes and brushes anywhere at home," Andreas recalled. "I studied drawing and painting in high school, and had lessons in drawing nudes and working with oils — watercolors I learned mostly by myself.

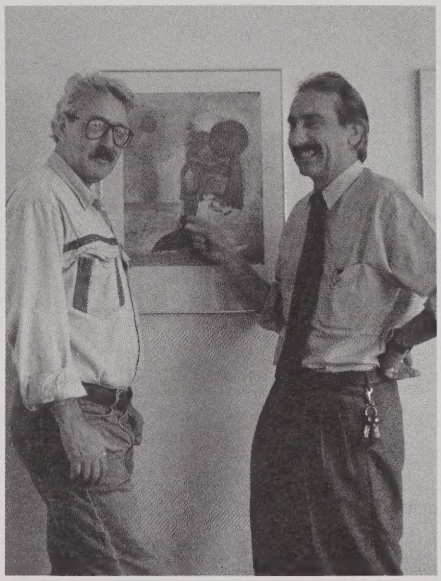
"My favorite artists...that depends. I sure like the surrealists — Ernst, Dali and Magritte — but I also like Middle Ages artists like Grünewald, Cranach or Altdorfer, and I love Matisse. I guess a great artist is always fascinating, whatever his style."

Andreas' subjects today are mostly figurative drawings, "based on a sort of fantasy — let's say I'm creating my own mythology," he said. He's also developed his own technique based on gouache — a type of watercolor — and acrylics.

A PROLIFIC CAREER

Over the years Andreas has produced more than 200 paintings, some of which he has sold; others are at his home, or have been lost during some of his moves. ("In most cases it wasn't so bad a loss for the world of art!" he joked.)

Trying to decide what he finds to be the easiest and most difficult aspects of painting, Andreas offers a double-edged theory. "The most difficult part is to really get on the paper what you want to do. That also can be the easiest part, because things change while you're working, and you get inspired as you go along."



IDG Switzerland

Last fall, as he does every few years, Andreas (left) organized some paintings for an exhibition. General Manager Gebhard Osterwalder points out one of the finer details in the painting he purchased at Andreas' solo show outside Zurich.

Painting is just one dimension of Andreas' creative muse. Before joining the publishing trade he was a copywriter and director of TV commercials and served as a television producer for entertainment, children's and sports programming. He also wrote and directed numerous documentaries and educational films, some of which earned awards at film festivals in Europe, New York and Chicago.

A NEW DIMENSION

Andreas' latest artistic exercise incorporates his love for writing, drawing and film. He just finished producing a compact disc ("every bit and byte created by myself!") called *Kutschenfahren* ("Riding on a carriage"). The CD is based on his poetry, paintings, and computer-generated art and incorporates QuickTime animation through Adobe Premiere. It's now available in computer stores and bookstores in Switzerland and in some stores in Germany and Austria.

"I hope people who enjoy poetry and multimedia will be interested in it," he said. IDG Germany's *Macwelt* recommended it — with a rating of five mice! — and said the CD demonstrates to big publishing companies "how books will be published in the future."

Andreas' response to the critics' remarks? "Wow!" Judging from his enthusiasm for artistic pursuits, this won't be his last endeavor.

Celebrate

-FROM PAGE 1

During the expo itself, which set a new attendance record, drawing some 69,500 attendees and a sell-out crowd of 540 exhibitors, *Macworld* launched a new "look and feel" for its image and marketing collateral, which included bold black-and-yellow tradeshow shopping bags featuring *Macworld*'s new logo, six-month subscription offers and various value-added marketing events that drew massive crowds to the booth. Among these was the Official 10th Anniversary Expo Tour, in which some 3,000 *Macworld* subscribers were "tagged" with bright red-and-yellow badges identifying them as *Macworld* readers and asked to view demos at advertisers' booths. In return, the subscribers were eligible to win a variety of prizes given away in random drawings throughout the day. The Tour, which generated close to 20,000 demos, was well-received by advertisers and readers alike.

Macworld also distributed 20,000 Interactive Product Resource CDs at the Expo that carried value-added product information from almost 40 advertisers.

Sharing space in *Macworld*'s booth was IDG Books Worldwide, which had its 11 Macintosh-related titles on display. The company sponsored book signings for six of its best-selling Mac titles, giving away 100 copies of each book to an eager crowd.

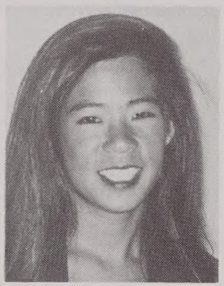
And finally, *Macworld* capped off its celebration by hosting a black-tie reception for some 250 CEOs at San Francisco's exclusive City Club.

Noteworthy !

NEW EMPLOYEES

Steven James Taylor has signed on as a western regional sales rep for IDC, working out of the Southern California area. He recently worked as a corporate account manager for Digital Equipment Corp. Steve graduated from Sacramento State University with a degree in organizational communications and makes time for tennis and competitive beach volleyball.

■ ■ ■



Hui

World Update

Denise Hui is the administrative sales associate for *Computerworld*'s office in Burlingame, Calif. Before joining IDG she was the marketing and project coordinator for SMF Systems Corp. in San Francisco. Denise has a BA in sociology from the University of California at Berkeley and enjoys skiing, swimming and baking in her free time.

■ ■ ■

Amanda Hixson has landed the newly created post of director of licensing for *InfoWorld*. She will be in charge of licensing intellectual property, such as the content of the publication and any exclusives done under the *InfoWorld* label. Amanda was most recently president of Instant Insight and also served as software project manager for Apple. She has a BA in business from Antioch University in San Francisco and enjoys acquiring the latest in audio and video equipment for her home.

■ ■ ■

Another new member of *Network World*'s Global Services team is **David Rohde**, who is working out of *NW*'s Washington, D.C., bureau. He joins IDG from United Communications Group's Center for Communications Management Information, where he was associate publisher for several newsletters. David has a BS in journalism from Northwestern University and is a pianist who has also conducted small orchestras and theatrical musical groups.

Cafasso

World Update

Also at *Network World*, **Rosemary Cafasso** has been named senior editor/client-server applications. She was most recently a senior account manager at McGlinchey & Paul and before that was a senior editor at *Computerworld.*

In *Network World*'s New Jersey office, Sales Assistant **Natasha Michelle Ward** is working with District Manager Carol Lasker. Natasha has taken several business courses at Berkley College.

■ ■ ■

Stuart

World Update

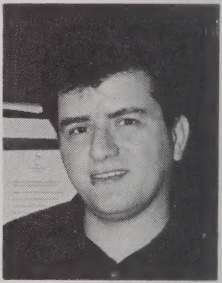
CIO welcomes Senior Writer **Anne Stuart**, whose background includes contributing freelance articles to regional and national magazines and stints as a reporter or editor at The Associated Press, *The Patriot Ledger* (Qunicy, Mass.), and other daily newspapers. She has a BA in English and journalism from Michigan State University and an MS in journalism from Columbia University. Gardening, computer bulletin boards and bicycling are among Anne's interests.

■ ■ ■

IDG Books in Indianapolis welcomes two new employees. **Dave Devarajan** has accepted the new post of director of operations, which involves purchasing paper and printing, inventory control, worldwide distribution, and myriad other details. He was previously vice president of operations and strategic planning at Live Entertainment, a manufacturer of video discs and distributor of audio, video and computer software. He has a BS in mechanical engineering from the University of India and an MS in management from Purdue University. Playing tennis and reading are his favorite pastimes.

Manufacturing Manager **David McKenna** earned a BS in management from Miami University of Ohio and is currently working on his MBA at Butler University. When he's not working or studying, David enjoys tinkering with lawnmowers and remodeling homes.

■ ■ ■



Mola

World Update

Recently a one-person art department at Call 24, a medical job hotline, **Joseph Mola** has signed on as a graphic artist for *Computerworld*'s classified advertising department. He's a graduate of the Art Institute of Ft. Lauderdale (Fla.) and enjoys sports and photography in his free time.

■ ■ ■

InfoWorld Copy Editor **Karen Jones** previously held a similar position at *The Wine Spectator*. She earned a BA in English from the University of Oregon.

■ ■ ■

IDC Government welcomes **Melanie Heinberg** as a production assistant. Before joining IDG she worked at a marketing assistant at an architecture firm. Melanie earned a BA in communication, with a minor in literature, from American University.

■ ■ ■

IDG Research Services has hired two part-time interns. **Shelley Grant** is a junior at Babson College and majoring in MIS and marketing. She enjoys traveling and playing basketball and soccer.

Alexandra DiIseo is a senior at Babson and focusing on international business studies and marketing. Tennis, dance and drama are among her interests.

Chairman's achievers

IDG France

(Left to right:) Alexandra Levrault, Valerie Frenot, Sabine Terras, Jean Bregeon, Daniele Ringuenoire, Christine Cavelle, Julien Pottier, Carole Prigent, Thierry Grelet, Florence Pernot, Yannick Robain and Sandrine Garcia.

IDC/IDG France Finance Department

According to **Jean Bregeon**, controller for IDC and IDG France, the 1993 financial year was difficult in many ways, particularly due to the sluggish economy. However, the financial department's hardships did not stop there. Several events occurred that tested the staff's ability to adjust to unfamiliar and difficult circumstances, and they passed the test with flying colors.

"The departure of Stephane LaCroix, who had worked in perfect harmony with his team for many years, was the first obstacle," Bregeon recalled. "His replacement — yours truly — did not arrive until three months later. At the same time, the entire IDC France accounting department was not only transferred to IDG's accountants, but the staff had to work hard to review and reanalyze the books after another key employee's departure. Last but not least, the staff had to come to terms with a new manager — namely, me!"

"Despite all these handicaps, the team more than honorably fulfilled its duties. I, together with the rest of the managers, are particularly proud of such a team."

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by business unit managers to IDG World Update.

TWELVE YEARS

Kazuhiro Hara - IDG Japan
Renee Pierce - IDG

ELEVEN YEARS

Loretta Giglione - Macworld
Michelle Reyes - IDG Central Services

TEN YEARS

Paula Foss - Computerworld
Marcia Farrington - IDC
Mark Winther - LINK Resources
Donna Sparrow - IDC

NINE YEARS

Linda Greenwood - Bus. Computer Pub.

EIGHT YEARS

Shelly Ginenthal - Macworld

SEVEN YEARS

Mark Hurlow - Macworld
Claudette Sears - IDG

SIX YEARS

Mary Cornetta - IDG
Alan Farias - Computerworld
Andrew Sambrook - Computerworld
Deborah McKenna - Network World
Fernando Rus - IDG Spain

FIVE YEARS

Miriam Karlin - IDG
Shirley Tafoya - Advanced Systems

FOUR YEARS

Anders Blume - IDG Sweden
Ingela Havaas - IDG Sweden
Lisa Brazieal - Macworld
Kimberlee Luedee - Macworld
Suzanne Courteau - Macworld
William Bustamante - IDG Venezuela
Teresa Scuzzarella - IDG
Seanna Maguire - Computerworld
Marlene Levis - CIO

THREE YEARS

Paul King - Macworld
Danny Lee - Macworld
Lynne Mongardi - IDG
Lars Danielsson - IDG Denmark

TWO YEARS

Sue Grant-Marsh - Macworld
Jim Feeley - Macworld
John Gilsenan - IDC U.K.
Sandra Blackthorn - IDG Books
Christina Wood - PC World

ONE YEAR

Terry Ernest-Jones - IDC U.K.
Fiona Macrae - IDC U.K.
Arlene Braithwaite - GITG
Robert Chang - InfoWorld
Beth Jenkins - IDG Books
Ean Houts - InfoWorld
Johan Zetterquist - IDG Denmark
Pierre Hellblom - IDG Denmark

Do-er's profile

Mary Ann Doolin

•HOME: Watertown, Mass.

•PROFESSION: Operations Coordinator, IDG List Services

•KEY RESPONSIBILITIES: Managing the monthly billing and working with the service bureau to ensure that mailing lists are updated properly.

•JOINED IDG: December 1988

•INTERESTS OUTSIDE THE OFFICE: Photography, swimming and music

•IF YOU COULD HAVE THREE WISHES GRANTED, WHAT WOULD THEY BE? To find cures for AIDS and cancer and to be a Radio City Music Hall Rockette for a day.

•THREE ITEMS YOU WOULD BUY ON A LIMITLESS SPENDING SPREE: A house on the coast of Maine, "Starry Night" by Van Gogh to hang in my new home and a boat to enjoy while I am there.

•WHAT HISTORICAL FIGURE WOULD YOU LIKE TO SPEND ONE DAY WITH? Mahatma Gandhi.

•WHAT HAVE YOU DONE THAT SCARED YOU OUT OF YOUR WITS TO DO, BUT IN RETROSPECT YOU'RE GLAD YOU DID IT? White water rafting down the Rouge River in Quebec.

•DREAM DESTINATION: To go on a safari in Africa.

World Update

•THE ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? My photographs.

•FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY? Cartoonist Gary Larson, former president Jimmy Carter, comedian Robin Williams, talk show host Dick Cavett and a friend from California, Tracy Gibson, who I haven't seen for a while!

•MANAGER'S PROFILE: "Mary Ann is a true team player. Whatever it takes, she's there. She's incredibly conscientious about her work and brings a strong level of commitment and care."

- Deb Goldstein, president, IDG List Services

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Network World scoop gets national exposure
- PAGE 2

PC World goes to Pakistan
- PAGE 2

IDG names three new corporate STARs
- PAGE 5

IDG *World Update*

VOLUME 24, NUMBER 5

JANUARY 31, 1994

Australian staff escapes worst of bush fires' devastation

Jan Wikström

Miraculously, this firestorm left Jan Wikström's house sooty but untouched.

A week or so before the Los Angeles earthquake disrupted the routines of area employees on January 17, IDG colleagues in Sydney, Australia, were dealing with another environmental disaster. A series of 120 bush fires in New South Wales destroyed 180 homes and up to 98% of some national park lands. Fortunately, no one in the IDG family was hurt and damage to their homes was minimal. The staff managed to conduct business as usual, though the nearest serious fire five miles away brought heavy smoke into the area.

Jan Wikström, technical editor at *PC World Australia*, was most directly affected by the fires. As a member of the Canoelands Volunteer Bushfire Brigade, he fought the flames that engulfed his outlying suburb. In the following paragraphs, Wikström describes his experience:

"My most dramatic involvement was

- SEE PAGE 5

Employee survey offers means to better workplace

IDG's annual employee survey will be distributed within the next few weeks. This survey provides employees with an opportunity to effect meaningful change in their work environments. A high response rate — more than 70% of employees have responded during the past few years — is critical because the company uses this information to gauge how well programs and practices in compensation, benefits and training are meeting employee needs as well as to evaluate how well the individual business units are being managed.

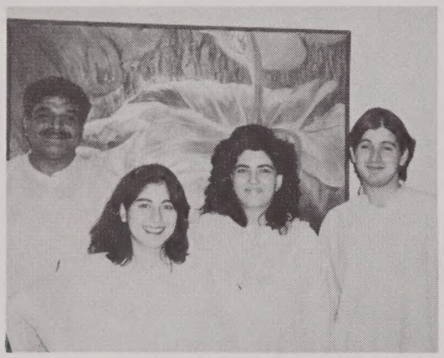
Recently **Tom Mathews**, director of Human Resources, and **Kathy Dineen**, president of IDG Research Services, who co-chaired the employee survey redesign (see story, page 5), answered some of employees' most frequently asked survey-related questions.

WU: Why does IDG conduct an annual employee survey?

TM: The primary purpose of the Annual Employee Survey is to serve as a communication tool between employees and management, and to assist all of us in making

- SEE PAGE 4

IDG signs deal for *PC World Pakistan*



Tim Clarke

Key members of the Micro Publications team include (from left): Irfan Ahmed Aziz, finance manager; Zahra Sarfaraz-Saigol, publishing director; Mehreen Kasuri, ad director and Kasim Kasuri, chief executive.

IDG has extended its reach into south central Asia by signing a license agreement with a Pakistani publishing firm. Micro Publications, which has produced *Micro Magazine* for the education and home markets since1988, plans to launch an English-language local edition of *PC World* in July.

Pakistan is a small market that is growing fast. IBM-compatible machines from the Far East are the dominant hardware, and while the Mac market is very small because the machines are more expensive there, *PC World Pakistan* will include a section on Mac computing.

In late January, Micro Publications sponsored the first information technology expo in Lahore, Pakistan's cultural capital. **Tim Clarke**, vice president of licensing/administration for IDG International Publishing Services, made a presentation on the role of media in IT and felt the licensee's success in attracting exhibitors for this emerging market would translate well in future publishing efforts.

"We've linked up with a particularly strong and enthusiastic team who'll do an excellent job publishing *PC World*," Clarke said.

Network World 's Internet scoop gets picked up in national press

Network World's enterprise reporting capabilities paid off in broad national exposure for the newsweekly when *The New York Times* and several other U.S. news organizations picked up a story that appeared in *NW*'s Jan. 10 issue.

Using information gleaned from Washington insiders and Department of Defense (DOD) officials, *NW* Senior Washington Correspondent **Ellen Messmer** broke the news that the Defense Information Systems Agency (DISA) was considering a plan to cut off direct Internet access for users in the military. DISA's proposal drew fire from opponents within DOD and other parts of the network industry.

Given the growing public interest in the Internet as a foundation for the national information superhighway and the Internet's widescale use by the defense community, the story was picked up by Reuters, as well as the *Times*, the *St. Louis Post-Dispatch*, the *Christian Science Monitor* and other news outlets.

"This story resulted from hard work, plain and simple. Ellen ferreted out the key sources and got hold of the information we needed to break it," said *NW* Editor **John Gallant**.

Network World also led the general press in pushing for changes in federal networking regulations, which are hampering the growth of the network industry. An Oct. 25 *NW* editorial package included an analysis piece by Washington contributor Alan Pearce calling for an overhaul of the current regulatory structure in the wake of major mergers and partnerships, as well as changing technological forces. The package also included the results of an exclusive *NW* reader survey calling for regulatory changes.

The issue drew front-page coverage in the Jan. 12 *New York Times*, as well as coverage in the Jan. 17 issue of *Business Week,* among other publications.

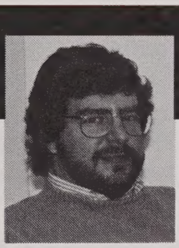
Thanks to NW's John Gallant for contributing this story.

Romanian team welcomes IPS's David Hill

IDG Romania

IDG Romania General Manager Mihaela Gorodcov (second from left) gave IPS President David Hill a tour of the office earlier this month. Flanking them are *PCW* Editor Ion Diamandi and *CW* Editor Mihaela Carstea. While in Bucharest, Hill was interviewed on two Romanian television programs about IDG and the course of computer technology innovation in the U.S.

On line



ASK ROB

Rob Garretson, editor-in-chief of the IDG News Service, takes a turn as this week's guest columnist.

Q In our office we have difficulty accessing the News Service since only one person knows how to use BusinessTalk. Are there plans to make the News Service more generally available to users?

A In theory, there's no reason that any interested IDG editor shouldn't be able to access the News Service online. BusinessTalk software and user accounts on the GEIS network are readily available to any and all IDG publications that want them. You may be able to gain easier News Service access by simply having your editors or IS department contact us for additional technical support.

That said, we realize that the current BusinessTalk system is not an ideal solution for many newsrooms and users, and we're working to both improve the existing system and offer alternative delivery mechanisms. The most notable of our efforts is a new system — based on Lotus Notes — that we have begun beta testing at a few sites around the world.

The pilot network currently connects our Boston newsroom with Notes servers at IDG Norway and IDG Denmark in Europe, and we hope to expand the network soon to *InfoWorld* in the U.S., *Computerworld Australia* in the Asia Pacific region and IDG Brazil in South America. If the pilot network proves successful and cost-effective, we hope to build a global Notes network for distributing the News Service databases as well as a range of new interactive editorial services.

The Notes system should provide editors a variety of new capabilities in searching, organizing and cataloging stories in the News Service database. It should also be easier to integrate onto the desktops of journalists in many IDG newsrooms, particularly those that are already using Notes.

The new Notes system will also serve as a prototype for improvements to the BusinessTalk system, for publications that find the GEIS network their most cost-effective access method.

Q Why does the News Service have correspondents in countries such as Japan, Germany and France where we already have publications that can contribute news?

A Though there appears to be redundancy between the network of News Service correspondents and the IDG publications that contribute to the newswire, there are several important distinctions. First and foremost, our correspondents in Tokyo, London, Paris, Boston and San Francisco (we have an open position in Munich) attempt to cover the news in their markets specifically for the newswire's global audience, while individual IDG publications focus only on their domestic readers. Though they frequently cover the same stories, News Service correspondents look for information and angles that might draw interest outside the borders of their host country.

Timeliness of coverage is also a primary reason for the correspondent network. Unlike contributing IDG publications that publish on weekly or monthly cycles, News Service correspondents operate under daily deadlines, allowing us to get major breaking news on the newswire much faster than if we relied solely on contributions from the publications. In addition, the need for costly — and time-consuming — translation limits contributions from many IDG publications. News Service correspondents speak the language of their host country, but they write their stories in English, further speeding the dissemination of news from our bureaus in non-English-speaking countries.

Finally, unlike most IDG journalists in their host countries, News Service correspondents are available to meet special coverage requests from other IDG publications worldwide (see next question).

Q If my publication was to commission a special article from one of the News Service correspondents, what would be the costs involved?

A Most special assignments the News Service accepts from IDG publications are free, that is, there's no extra charge over and above the News Service chargeback each publication pays for the year. The News Service correspondents are generally available to take on occasional assignments (which should be requested through the News Service editors in Boston) ranging from writing feature-length stories to simply doing some reporting legwork for your staff. (And this applies to monthlies as well as news weeklies.)

Obviously, with nearly 200 IDG publications worldwide, we won't be able to take on an unlimited number of special assignments, but over the past 12 to 18 months, I believe we've been able to accommodate virtually every one we've received.

Q Do you have any plans to make graphics and photos available over the News Service?

A Distribution of graphics and photographs has been on the News Service wish list for years, but the technical barriers (read: cost) have made it impractical and kept it on our back burner.

This year, however, the improvements we have planned for our distribution system — both the Notes system and an enhanced BusinessTalk system — should make it possible and more cost-effective to distribute images. We hope to launch a pilot test in the second half of this year. Distributing (and/or downloading) images, particularly photos, may remain a costly proposition, however, that not all IDG publications will want to try.

Survey

-FROM PAGE 1

IDG a more productive and enjoyable place to work. Often, we're so busy doing our day-to-day work that we don't take the time to discuss many of the important issues affecting our jobs. The survey provides an opportunity for each of us to stop and think about these issues and provide feedback on our level of satisfaction.

WU: Do you feel the scope of the survey is an all-inclusive measurement tool?

TM: The employee survey is just one measurement tool, albeit a very important tool, which should be integrated with business plans, organizational development efforts, performance management systems and training and development efforts, to name but a few. The survey is an opportunity to open communication and the flow of information, however, it is just one opportunity. Communication should be an ongoing process.

WU: What are some of the most significant changes resulting from the employee survey feedback?

TM: Changes occur in many areas and at many different levels of each business unit as a result of the employee survey. Some of the recent changes include such enhancements as:

- Addition of spousal equivalent benefits
- Participation in the John Hancock Preferred Network
- Well-baby care under John Hancock
- Medical Flexible Spending Account
- West Coast Collaborative Training Programs
- Management Publishing Institute
- Publishing Process Overview
- Participate in compensation surveys

WU: What is the role of Pat McGovern and the Executive Committee in the survey process?

TM: The survey process is strongly supported by the Chairman's Office as well as by the entire IDG Executive Committee. The Executive Committee understands that the satisfaction level of employees greatly affects business unit performance. Therefore, in addition to measuring financial results and customer satisfaction levels, the Executive Committee stresses the importance of the results of the employee survey.

The employee survey is one of the three measurements the Executive Committee uses in evaluating business unit management performance. Others are editorial/client surveys and financial performance. In fact, Pat McGovern feels this survey is so important that he takes the time to read the entire worldwide employee survey summary report. This amounts to about 15 binders worth of material.

WU: After employees complete the questionnaire, what happens to it (who gets to see it, etc.)?

KD: Employees send their questionnaires directly to Research Results, an independent "tab" house. Research Results collects the questionnaires, compiles the data, produces summary reports and sends the summary information to IDG. At no point in time does anyone at IDG see the actual questionnaires submitted to Research Results by employees. The IDG Executive Committee and business unit management see only summary results. Each business unit is responsible for sharing the results with its employees and setting up feedback sessions, in addition to creating and executing action plans.

WU: Are my responses singled out from my demographic information?

KD: The demographic information is not, nor has it ever been used to single out individual responses. Confidentiality is crucial to the integrity of the employee survey. Research Results does not provide any individual response information based on demographics, department, business unit or otherwise. IDG uses the demographic information only in the aggregate, to track broad categories of employees in designing appropriate benefit programs, and providing other corporate programs. This information is used to track trends for groups of individuals (i.e. how males with less than three years of service feel about IDG's benefit programs).

WU: How do you use the verbatim responses?

KD: The open ended questions provide an opportunity for employees to expand on topics covered in other parts of the survey. Verbatim responses are transcribed by Research Results and reported exactly as they are written. The reason these verbatim responses are not rewritten is because doing so could alter the author's intent. If you want to provide information in this section, it is important to keep in mind that your writing style may be identifiable.

WU: What do you recommend business units do with the survey summary results?

TM: I recommend that the survey results be shared with employees — and it just so happens that Pat McGovern requests that we share the results. This is the most significant way that business unit management can demonstrate its support of the employee survey process. By conducting focus group meetings, employees can develop action plans that will lead to positive changes.

Effective action plans focus on the three to five areas needing the most attention. Too many items result in an inability to do much of anything well or no change at all. Action items should have a designated "champion" who is ultimately responsible for the item's success and completion. Action items should have specific, desired outcomes with designated timeframes for completion.

Every one of us can effect positive change by: filling out the employee survey questionnaire, participating in focus group sessions, creating action plans and ensuring the implementation of the action plans.

IDG World Update Reader Survey

If you haven't already completed this survey, please do so now. *Please circle your responses and return this survey to* IDG World Update *via interoffice mail, fax (617) 423-0712, or mail to 41 West Street, 7th Floor, Boston, MA 02111 U.S.A.*

1. How often do you read *IDG World Update*?

Every issue Frequently Rarely Never

2. If you don't often read *World Update*, why not?

Issue is not available on a regular basis
No time
Uninteresting articles
Limited English skills
Other ______________________________

3. How well do you think *World Update* fulfills its role as a company newsletter?

Excellent Very Good Good Fair Poor

4. How often do you read the following kinds of articles?

Launches and news about new products
Always Frequently Rarely Never

Summaries of important IDG meetings
Always Frequently Rarely Never

Outside the office activities (company parties, fundraisers, other events)
Always Frequently Rarely Never

On Line columnists Pat McGovern, Walter Boyd, Bill Murphy
Always Frequently Rarely Never

On Line guest columnists
Always Frequently Rarely Never

Off Site (occasional profile of employees' non-work interests)
Always Frequently Rarely Never

Chairman's Achiever nominations
Always Frequently Rarely Never

Off Line (cartoon)
Always Frequently Rarely Never

Do-er's Profile (personal profiles on the back page)
Always Frequently Rarely Never

5. Have you ever contacted *World Update* to suggest a story idea?

Yes No

If you've had ideas but answered no, why not?
Didn't know I could
Didn't know how
No time
Other ______________________________

____

6. Do you feel *World Update* gives appropriate weight to U.S. and non-U.S. operations?

Yes Too much U.S. Too much non-U.S.

7. Do you feel information in *World Update* is:

Well-written?
Excellent Very Good Good Fair Poor

Interesting?
Excellent Very Good Good Fair Poor

Timely?
Excellent Very Good Good Fair Poor

Accurate?
Excellent Very Good Good Fair Poor

8. How well does *World Update*:

Keep you informed about company policies at the highest level?
Excellent Very Good Good Fair Poor

Keep you informed about what's going on in other business units?
Excellent Very Good Good Fair Poor

Help you get to know your fellow employees?
Excellent Very Good Good Fair Poor

9. How would you rate the year-in-review issue at the end of December?

Excellent Very Good Good Fair Poor

10. If you don't like the year-in-review issue with its current format and content (a monthly chronology of highlights), how can we make it more appealing and useful?

____

____

11. How would you rate the forecast issue at the beginning of January?

Excellent Very Good Good Fair Poor

12. If you don't like the forecast issue with its current format and content, how can we make it more appealing and useful?

____

____

(Please turn this page for more questions)

13. Would you like to see other contests or interactive features on the back page?

Yes No

Suggestions:

14. How would you rate the single topics issues that appeared in 1993:

"141 ways to boost your bottom line" (April 26)

Excellent Very Good Good Fair Poor

"Cover story" (November 22)

Excellent Very Good Good Fair Poor

How interested would you be in reading more single-topic issues?

Very interested Somewhat interested Not interested

How often should these special issues be published?

Monthly Bi-monthly Quarterly Never

Do you have any suggestions for future single-topic issues?

15. Do you know of any employees with interesting hobbies, volunteer activities or other interests who would be good candidates for a *World Update* "Off Site" profile? Please write down the employees' names, titles, business units and a brief description of their interest, and *World Update* will contact them.

16. What's the most interesting article(s) you've read in *World Update* in the last year?

17. If there is one aspect of *World Update* that you would like changed, what would it be?

18. Other comments or suggestions:

Name (optional) and business unit: ____________________

Thank you for taking the time to participate in this survey!

IDG Job Opportunities Update

Monday, January 31, 1994

The *Job Opportunity Listing* will be published in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

NATIONAL ACCOUNT ANALYST (IDG MARKETING SERVICES DIVISION)

The ideal candidate will conduct a wide variety of critical analyses for MSD. Responsibilities will include background research on technology and marketing issues facing IDG's largest high-tech customers. This position requires excellent analytical abilities, communication skills, knowledge of high-technology marketing, and the ability to produce computer generated presentation materials. Travel required.

ADMINISTRATIVE ASSISTANT (WEC)

The primary responsibilities in this position will be to provide administrative and clerical support to the Vice President/General Manager and the Group Show Director of ComNet. Individual will provide support with show logistics and other show related duties as assigned. Excellent communication skills, word processing skills and a working knowledge of Lotus 1-2-3 required. Candidate should have the ability to work on multiple projects in a fast-paced environment. 2+ years office experience necessary.

TELEMARKETER (IDC)

The individual in this position will support the telemarketing operations in day to day activities. Candidate will respond to all requests for information, and pass along all inquiries to the appropriate sales representative. Excellent telephone skills required. Experience using a sales tracking system preferred. 1-2 years sales or telemarketing experience necessary.

QUALITY ASSURANCE SPECIALIST (CW DATABASE DIVISION)

Candidate will edit demographic data from survey responses on a PC. Keyboard experience is essential. Individual will sort and track incoming surveys. Excellent verbal skills are necessary. Some telephone contact involved. Marketing or Business degree required.

ROYALTY ACCOUNTANT (IDG/B)

Responsibilities in this position will include monthly accounting for author royalties, foreign rights advances and royalty income, and book club royalty income. Duties will also include invoicing and collecting royalty amounts due. Candidate must be well organized and detail oriented. 2+ years related experience required.

ADMINISTRATIVE ASSISTANT (PCW)

The individual in this position will provide administrative support to the PC World Editorial Department. Duties will include word-processing, client contracts, filing, photocopying and phone coverage. Candidate must be highly organized and detail oriented with excellent communication skills. Individual must be familiar with the IBM PC or compatible. Proficiency in Word for Windows and spreadsheet programs required. 1+ year clerical experience necessary.

P/T ADMINISTRATIVE ASSISTANT (PCW)

The individual will provide clerical support for the Senior VP of Circulation, Marketing and Research. Candidate will also provide general administrative support for the Circulation Department. Knowledge of word processing (Word for Window) preferred. Candidate will provide backup support for customer service. Excellent communication skills necessary.(Position is less than 30 hours per week).

ACCOUNTING ASSISTANT (IDG CENTRAL SERVICES)

The successful candidate will support and maintain Accounts Payable procedures serving PC World, Multimedia World, Macworld, IMI, and Advanced Systems Monthly. Individual will maintain timely and effective expense processing, Duties also include research and adjustment changes to trial reconciliations in addition to monthly reports. Excellent communication skills required. Accounting and data entry experience preferred.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWPI/CWDD/IDG Boston/MSD	**Susan Perry** **Louise Reed**	**(508)820-8160** **(508)820-8162**
NWW/*CIO*/IDG-NG/IMS/ETA/ Regional Offices	**Mary Cornetta**	**(508)935-4734**
IDC/T.I.S. Corp./LINK	**Debbie Bernardi** **Dana Miller**	**(508)935-4361** **(508)935-4133**
IDG Framingham/WEC/ FCW/IDC Gov't	**Elaine Ouellette** **Brenda Thompson**	**(508)935-4605** **(508)935-4531**
List Services/Research Services/ LPC-PCW	**Brenda Thompson**	**(508)935-4531**
IDG-Peterborough/A+/BCP/TMP	**Kristin Miller**	**(603)924-0134**
Macworld	**Shelly Ginenthal**	**(415)978-3203**
***PC World*/IDG Central Services**	**Richard Willoughby** **Thalia Ohara**	**(415)978-3205** **(415)978-3204**
IMI/NeXTWorld/*Publish!*/SunWorld	**Denise Garcia**	**(415)442-0169**
Infotainment World	**Christine Yam**	**(415)349-4300**
***InfoWorld*/IDG Books/EMS**	**Donna Vieraitis** **Carla Neumann**	**(415)572-7341** **(415)312-0501**

IDG Job Opportunities Update

January 31, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	List Sales Representative	Natick, MA	B. Thompson	(508)935-4531
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham,MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham,MA	L. Connolly	(508)935-4791
IDG	IS Appl Support Analyst	Framingham,MA	B. Thompson	(508)935-4531
IDG/IPS	Assistant Editor	IDG Int"l. Pub Serv., Boston,MA	M. Cornetta	(508)935-4734
IDG/IPS	Correspondent	IDG Int'l. Pub Serv., Tokyo,Japan	M. Cornetta	(508)935-4734
IDG/IPS	PR Service Administrator	IDG Int"l. Pub Serv., Boston,MA	T. Guest	(508)935-4766
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4734
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Product Support Specialist	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Admin. Assistant, ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4734
CIO	Ad Traffic Controller	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	Desktop Video World, NH	M. Cornetta	(508)935-4734
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Admin. Assistant	Mountian View, CA	D. Miller	(508)935-4133
IDC	Copy Editor,(2) 2nd Shift	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Admin. Assistant, Pub.	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Admin. Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
CWPI	Quality Assurance Specialist	CW Database ,Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Director	Burlingame, CA	L. Craven	(708)798-1113
CWPI	Copy Editor	Framingham, MA	A. McCrory	(508)820-8205
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Mgmt.	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
IW	Enterprise Team Sys. Analyst	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	InfoWorld, Natick, MA	L. Schmid	(415)312-0669
IW	P/T Administrative Assistant	InfoWorld, San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

January 31, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Editor/Design	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Royalty Accountant	San Mateo, CA	M. VanFleet	(415)312-0635
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Productiion Assistant	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Exec. Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Accounting Assistant	PC World Central Serv. S.F. , CA	M. Reyes	(415)978-3364
PCW	P/T Admin. Assistant	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	Administrative Assistant	PC World, San Francisco,CA	K. Blaylock	(415)978-3275
PCW	Administrative Assistant	PC World, San Francisco,CA	P. Owen	(415)978-3298
PCW	Asst. to Associate Publisher	Multimedia World, San Francisco, CA	P. Navone	(415)267-1769
PCW	Production Director	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Account Manager	Multimedia World, San Francisco, CA	P. Navone	(415)267-1769
PCW	Copy Editor	PC World, San Francisco,CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	PC World, San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	PC World, Boston, MA	B. Thompson	(508)935-4531
PCW	Assistant to Editor In Chief	PC World, San Francisco,CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	PC World, San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	PC World, San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Office Manager	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	IS Manager	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	Macworld, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Sales Associate	Macworld, San Francisco, CA	L. Giglione	(415)978-3272
IMI	Circulation Assistant	Publish, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	SunWorld, San Francisco, CA	M. Chappel	(415)267-1725
IMI	Account Representative	NeXTworld, San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	G. Smith	(415)286-2511
IFTW	Editorial Assistant	Electronic Ent. San Mateo, CA	B. Cataldo	(415)286-2558
IFTW	Systems Specialist	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Production Coordinator	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Eastern Reg. Account Mgr.	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546

Employee feedback results in significant survey revision

IDG HR

Members of the Infotainment World focus group include (clockwise from left) Janice Crotty, Lonnie Forbes, Francis Mao, Lawrence Neves, Patricia Ferguson and Carmen Mangion.

When the 1994 IDG Employee Survey arrives in your mailbox within the next several weeks, you will notice a number of changes affecting the design, organization and content of the survey.

The changes, which resulted from more than a dozen employee focus groups involving close to 100 employees conducted during the previous year as well as a statistical analysis performed by an independent company, are intended to boost the "user-friendliness" of the survey, eliminate confusion and more fully measure overall job satisfaction, according to Tom Mathews, IDG Director of Human Resources.

Employees participating in the focus groups provided the bulk of the feedback driving many of these changes. According to Mathews, "the employee focus group meetings were surprisingly consistent in raising several key points." Among their suggestions:

- **Eliminate the double negative questions that were viewed by many as confusing.**
- **Group questions by category or "factor."**
- **Add a set of questions related to work environment.**
- **Clarify the delineation between "supervisor" and "business unit management."**

This year's survey incorporates all of the above suggestions as well as some new questions designed to measure employee satisfaction regarding performance management and growth potential; a number of questions deemed redundant have also been eliminated.

According to Kimberly Stein, copy chief at *Multimedia World* and a participant in one of the focus groups, "I jumped at the opportunity to join the focus group because I thought there was a chance that real action would take place. A lot of opinions were aired, people had strong feelings and good ideas were offered."

"It was good to hear others had the same concerns, and to know that someone from corporate was there on the receiving end, not as a presenter, but to listen," added Sandy Heistand, facilities supervisor at IDG Central Services.

Bush fires

-FROM PAGE 1

with the actual fire that burned my own property — my own brigade and some 20 others fought it for about a week acre by acre as fluky winds drove it here and there across the big national park north of Sydney. On Saturday the 8th, with the temperature at 113°F and humidity at a record low 15%, a northwesterly gale sprang up and blew the fire into a firestorm, which accelerated to about 50 miles-per-hour and left everybody flat-footed. I was assigned to prepare my own home and defend it. The firestorm arrived before the pumper sent to assist me, and my mates told me afterward they could see nothing of my home but a 90-foot wall of flames, so they gave me up for dead and went on to defend three other homes.

"The brigades did great work that day; of 53 homes in the direct path of the firestorm, only three burned.

HAPPY TO BE ALIVE

"As it turned out, I had enough clear space around my house, which I had designed to be fire-resistant, so that the firestorm divided and left the house sooty but untouched. The property is a black desert but will be green again next year, and I'm so happy to be alive that I don't care, anyway.

"It was wonderful to experience how this emergency pulled our community together. When you fight all out side by side to preserve homes and lives, these people are forever your friends, warts and all."

According to IDG Managing Director **Don Kennedy**, IDG is taking the lead in organizing donations from the computer industry to the Bushfire Appeal. The fundraising effort will help both the victims of the fires and the volunteer brigades that desperately need to have their supplies replenished.

Anyone interested in contributing to the Bushfire Appeal can send a donation to "Lord Mayor's Bushfire Appeal" in care of IDG Australia, 88 Christie Street, St. Leonard's, NSW 2065, Australia. Contributions should be in the form of international bank drafts, which are automatically converted to the target currency.

Exemplary Framingham trio earns STAR awards

Three employees were recently honored for their outstanding contributions to the company by being named IDG corporate STARs. The STAR awards, which recognize exemplary service, teamwork and results, are presented twice a year to IDG corporate employees nominated by their peers and internal clients.

The most recent winners of this award are **John Ferris**, **Lynne Mongardi** and **Kevin Burns**. John has been with IDG since March 1992 when he joined the Human Resources Department as HR administrator. Last March, John was promoted to his current position as associate compensation and benefits analyst.

John was recognized for his commitment to service, emphasis on the customer and initiative and creativity. "John has stayed long nights and made time to re-run reports in a special format or order," noted his nomination. "On one occasion he was able to rework a project the day he was preparing for and presenting a new benefits program. Despite the fact that he had a lot of his own pressures, he still found time to help out in a tough situation."

Lynne joined the IDG Credit Department in January 1991 as a credit analyst and, in January 1993, was promoted to senior credit analyst.

Lynne's nomination read, in part, "Lynne has provided excellent service to her clients. She contributes an outstanding level of professionalism and provides timely, accurate and personal solutions to often complex credit and collection matters. Regardless of the multiple deadlines, publications and projects she is responsible for, Lynne's polite and accurate resolution of problems reflects her outstanding commitment to her clients."

Kevin began his IDG career six years ago when he was hired as a computer operator in the IDG IS department. In January 1990 he was named operations analyst and in July 1990 promoted to the position of information systems manager.

"Kevin never acts as though he is too busy to help out," noted his nomination "When I'd given up hope [of resolving the problem] he kept telling me, 'We're not done yet, don't worry, we won't quit until we get it.' And he gets results. When his initial attempts were unsuccessful, he contacted IS experts at other divisions to help out. Even when we thought the file was lost, Kevin continued trying to find alternative solutions."

Kelly Lynch

Kevin Burns (left), Lynne Mongardi and John Ferris received their STAR Awards in December during a holiday lunch in Framingham.

Chairman's achievers

Anne Nichols
Marketing Manager
Macworld

When Mid-Atlantic/Southeast Sales Manager **Annette Osnos** landed a four-page advertorial from Canon last summer, she turned over all the design, writing, layout and production details to Marketing Manager Anne Nichols. The project was important and new — *Macworld* had never run an advertorial before — and Anne's professionalism and "can do" attitude made it work.

"My client said it was a pleasure to work with *Macworld* and IDG as a whole and that the approach was markedly different than Ziff's," Osnos said. "Anne continues to turn out more marketing pieces to the sales team than ever before. Teamwork is very much her method, and we as a sales force have benefitted from Anne's effort and creativity."

To nominate a Chairman's Achiever, managers should request a form from the IDG Chairman's Office, fax 617-859-8642.

New phone number

IDG Romania has changed its phone numbers to:

+40-1-212-03-40, ext. 184
+40-1-212-00-30, ext. 184

The fax number (+40-1-312-76-12) remains the same.

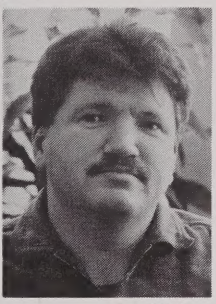
Noteworthy !

NEW EMPLOYEES

PC World

Dunn

PC World welcomes three new employees. Formerly a communications assistant at Levi-Strauss Co., **Julie Dunn** is an advertising sales assistant to the southwest and Bay Area managers. She has a BA in English and a minor in art history from Hofstra University and makes time for writing and photography.


Julie Dunn

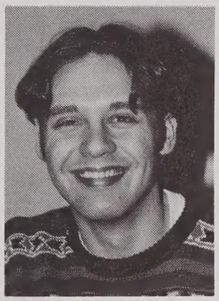
VanDerHorn

Test Center Coordinator **Gary VanDerHorn** recently worked as a technical writer editing and illustrating customer proposals at DEC. He's taken numerous business administration and computer courses, most recently at San Francisco City College.

Julie Dunn

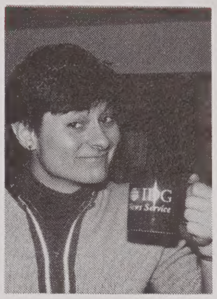
Nelson

After serving as a freelance editor for *PC World*, *Macworld* and several Bay Area arts organizations, **Gail Nelson** has signed on as a copy editor at *PC World*. She has a BA from Harvard University in history and literature and an MA in comparative literature from the University of Chicago. In her spare time, Gail enjoys writing, hiking and reading fiction.


World Update

Barattolo

IDG International Publishing Services in Boston has added three new staff members. After serving as an administrative assistant at The Charles Realty, **Jim Barattolo** has taken on receptionist and general office duties for IPS. He earned a BA in political science from Boston University and enjoys music, movies and traveling.


World Update

Casatelli

Assistant News Editor **Chris Casatelli** and News Editor **Dana Gardner** are part of the IDG News Service team. Chris worked most recently as a freelance journalist in Japan, but her IDG career began on the *Computerworld* copy desk in 1984 and included stops at *Network World* and *Federal Computer Week*. She has a degree in broadcast journalism and psychology from Syracuse University. In her spare time she enjoys playing and coaching rugby and driving red convertibles.

World Update

Gardner

Dana previously held similar posts at two Cahners' publications — *Digital News and Review* and *Design News*. He earned a BS in journalism from Northeastern University and outside the office makes time for water skiing, hiking and traveling — most recently to Cancun, Mexico.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Birgitta Wistmar - IDG Sweden

THIRTEEN YEARS
Joanne Boiardi - Computerworld

ELEVEN YEARS
Beverly Wolff - Computerworld
Dee Clark - IDC

NINE YEARS
Tim Walsh - AmigaWorld
Paul Bonarrigo - Macworld

SEVEN YEARS
Nelly Ramirez - IDG Venezuela
Jonathan Sheldrake - IDC U.K.
László Varga - IDG Hungary

SIX YEARS
Edith Lo - Asia Computerworld
Alexandre Barros - IDG Brazil
Judy Garcia - IDG Venezuela
Linda Fielding - IDC U.K.
Cathi Bledsoe - Macworld

FIVE YEARS
Fernando Silva - IDG Brazil
Tibor Mészáros - IDG Hungary

FOUR YEARS
Gunhild Haugnes - IDG Norway
Györgyi Birkus - IDG Hungary
Johan Beer - IDG Sweden

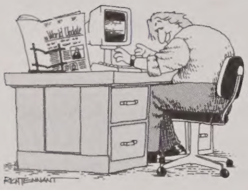
THREE YEARS
Krista Alvarez - PC World

TWO YEARS
Ramiro Garces - IDG Venezuela
Emily Tham - Asia Computerworld
László Horváth - IDG Hungary

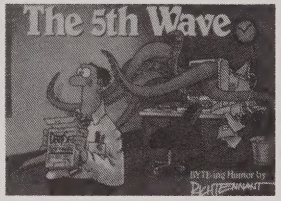
ONE YEAR
Carmie Granil - Asia Computerworld
Ximena Gutierrez - IDG Argentina
Alberto Sansalone - IDG Argentina
Karl-Henry Martinsson - IDG Sweden
Colin Crawford - Macworld

Off line

Win Your Own

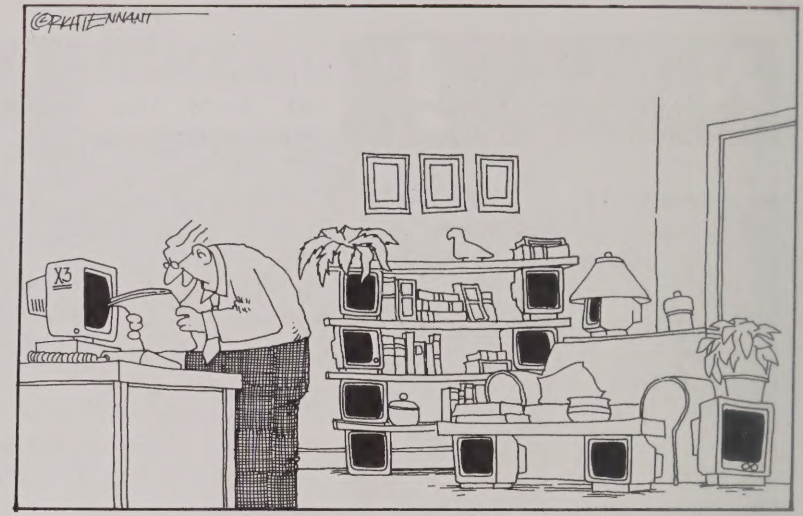


or



Off line T-Shirt

***5th Wave* cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Feb. 22. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

PC Welt continues impressive 12-month growth spurt
- PAGE 2

ASC newsletter aims to assist clients enter Asian IT markets
- PAGE 2

IDG sponsors health and safety week to boost awareness
- PAGE 7

IDG World Update

VOLUME 24, NUMBER 6 FEBRUARY 7, 1994

IDG's Global Summit strengthens ties with top clients

IDG hosted some 240 of its top clients recently in Rancho Mirage, Calif., where they had gathered to explore new trends affecting the marketing of IT technology.

IDG
1994
GLOBAL
SUMMIT

Photos by Morningstar Productions

MSD President Kelly Conlin welcomes attendees to the three-day event.

The Marketing Services Division hosted another highly successful Global Summit last month bringing together representatives from IDG's U.S. business units and top-level executives from the company's key customers and clients for three days of presentations and panel discussions focusing on the issue of high-technology marketing.

More photos pages 4 and 5.

Attendees at the annual invitation-only event, held this year at the Ritz-Carlton in Rancho Mirage, Calif., just outside of Palm Springs, heard from a number of IDG and IDC experts and leading industry figures on such topics as "Is Marketing an Investment or an Expense?", "Global IT Spending Patterns: New Rules for Marketing Technology," and "Marketing on the Information Highway."

"The Summit focuses not on how the technology itself is changing," noted MSD President **Kelly Conlin**, "but on how marketing that technology is changing." For example, a key theme of this year's summit was the new focus on

-SEE PAGE 4

IW announces plan to fold *InfoWorld Direct* into publication

InfoWorld Publishing Co. announced late last month that it will incorporate editorial from its monthly supplement, *InfoWorld Direct*, into *InfoWorld*. The decision to close the monthly supplement was due to direct advertisers' interest in reaching *IW*'s entire volume buyer circulation and readers' demand for direct buying information on a weekly basis.

"The purchasing patterns of PC IS managers have changed to such an extent that direct volume buying is now a mainstream activity for them. Because it's so important, our readers have been pressuring us to provide critical direct buying information more frequently than once a month," said IW President **Jim Casella**. Direct advertisers have also said they want access to the tremendous purchasing power of *InfoWorld*'s entire readership of 225,000 corporate volume buyers, Casella added.

InfoWorld will incorporate key elements of the popular monthly price information feature in its weekly edition. The February issue of *InfoWorld Direct* will be its last as a separate, polybagged supplement targeted to 100,000 *IW* subscribers.

IDG Human Resources is working with the five displaced staff members in Peterborough, N.H., to find them appropriate positions elsewhere in the company. Executive Recruiter **Lori Connolly** is assisting with potential placements and can be reached at telephone 508-875-5000.

Germany's *PC Welt* continues impressive growth in tight market

PC WELT
MS-DOS 6.0
Fehler, Flops, geheime Funktionen
60 Tips: So beherrschen Sie das neue DOS
Neue Infos:
Windows 4.0

Competing in a market jammed with 158 different computer magazines — including special issues and magazines with diskettes — IDG Germany's *PC Welt* distinguished itself from the crowd in 1993. In the fourth quarter of 1993, *PC Welt* was the country's only computer magazine to record pronounced growth in sales and advertising, continuing a 12-month trend.

PC Welt now holds third place with a circulation of 195,301 copies each month, an increase of 90,000 compared with the same quarter in 1992. The magazine also has the eighth highest advertising growth rate and ranks 20th among all German consumer magazines in terms of advertising sales.

York von Heimburg, publisher of IDG Germany's magazine division, believes *PC Welt* now ranks as Europe's third largest computer magazine in terms of paid circulation. He credits five key staff people who have led the team in achieving exceptional performance: **Sylvia Stier**, publisher; **Dr. Michael Klein**, editor-in-chief; **Christoph Burkhart**, advertising manager; **Susanne Schulze**, advertising sales manager and **Josef Kreitmair**, circulation manager.

Call for calendar entries

At least once a month, *World Update* attempts to run a complete listing of company-sponsored shows and meetings around the globe. If your business unit is sponsoring such an event and you would like it included in the listing, please send the appropriate information to *World Update* at fax number 617-423-0712.

ASC newsletter fosters entry into Asian IT markets

The IDG Asia Support Center (ASC) has launched a monthly newsletter to give executives at high-technology firms reliable information about how to participate successfully in IT markets in Asia.

Edited by **John Brobst** of the ASC, the *Asia IT Market Update* will discuss market opportunities in Asia and ways to organize business development activity there, such as technical seminars, public relations, trade shows, advertising and direct mail.

YOUR PARTNER IN ASIA
IDG

Asia IT Market Update

February 1994

From the Editor...

Vietnam — The Next IT Miracle in Asia

Experts predict that Asia's next economic miracle will take place in Vietnam. Hugo Hsiung, Director of IDG Asian Business Development, reports on his recent visit to Vietnam.

"Asia is the fastest growing major IT market in the world today. We expect it will be the world's largest market within the next 15 years. The *Asia IT Market Update* gives our customers the information they'll need to understand how IDG can help them succeed there," said IDG Chairman **Pat McGovern**.

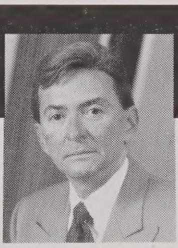
The inaugural issue contains a report on the red-hot Chinese IT market written by ASC Director **Hugo Hsiung**, a summary of IDG World Expo-sponsored events in Asia, and a report on Windows 3.1J and the Japanese PC market from the *IDC Japan Report*.

Future issues will contain interviews with IDG's key players in Asia, who, by virtue of their expertise in local markets, can offer solid insight and meaningful advice to empower readers of the newsletter.

Asia IT Market Update is available in the U.S. for an annual subscription fee of $295. Overseas subscribers add $50 to cover the cost of airmail delivery. Employees interested in receiving the newsletter should contact the ASC in San Mateo, Calif.

On line

ASK WALTER



Q In your recent comments in the forecast issue, you mentioned working to help further decentralize the company. Short of severing all communication between the various business units, how could you possibly decentralize this company any more?

A The last thing we want to do is to sever all communication between the various business units. To the contrary, one of the ways to foster even more decentralization is through better communication between the various operating companies so that they can directly transfer know-how and market information without having to go through a central clearing house.

We are also trying to push more of the decision-making processes down to the level of the review boards that are in place at most of our operating groups. We will be encouraging these review boards to be far more active in helping to develop both strategic and tactical planning for their companies, to play a major role in the development of annual business plans and to assist the president of that company in growing his or her business unit beyond its current mix of products or services. In short, we hope that these review boards will serve the same role that an outside board of directors would serve for any major corporation.

Q IDG is an undisputable success story. But, over the years, like any company, it's had its share of failures (Sumeria, *Digital News*, *Electronic News*, *Micro Market-World*, to name a few). Is there any common link that you can identify among those businesses that have failed?

A I would propose that the only real common link between failed projects at IDG has been the fact that we are always experimenting and testing new ideas and just by the natural law of averages it is impossible to have every new project become a winner.

The more important aspect of all this is the fact that IDG is always out in front of any of its competitors in following one of our very important corporate values: "Let's Try It."

This one simple precept has been largely responsible for the huge successes that we have enjoyed over the years. The relatively low number of failures that we have experienced pale by comparison.

But, it is very important to learn from these failures. Amongst the worst mistakes we've made is not having the right product champion at the helm. My experience would indicate that even if the product is wrong for the market at a particular point in time it can have some degree of success (and lose less money) if we at least have the right kind of dedicated, ambitious and aggressive person in charge.

Q Why doesn't IDG publish a telecommunications title in the U.S.? It's a huge and fast-growing market with lots of synergy with IT and might create an attractive advertising package for advertisers currently buying space in *Network World*. We publish such a title in France, why not here?

A This question should certainly also be addressed to Colin Ungaro at *Network World* but if you look back at the early days of *On Communications* and *Network World* itself I think you would find a publication that was very heavily geared toward the pure telecommunications community.

Through constant research, focus groups and editorial surveys *Network World* found that it needed to reduce its coverage of telecommunications and concentrate more on the other aspects of communications as this is where the market was and is going.

Also it should be noted that the French publication, *Réseaux & Telecoms* was originally published as *Telecoms International* and then, for the same reasons as listed above, changed its name to more correctly focus on where the market is at the present time — communications, using telecommunications but not exclusively devoted to telecom.

All of our other communications properties use titles such as Networking, Communications, etc.

Q I recently read in the *World Update* job postings that IDG Books is looking for a chief financial officer with initial public offering (IPO) experience. Can we assume that IDG Books is going public?

A In my 35 years in publishing, I've learned to never assume anything until it happens! We are indeed looking for a chief financial officer for IDG Books who has IPO experience, but this is just to cover our bases in the event that John Kilcullen and his board of directors decide that it would be an appropriate move to take their company public at some point in the future.

Keep in mind that even if this decision were to be made it would take many, many months before such an offering could be made, and the timing would certainly depend greatly on the then-current market conditions and the continuing success of IDG Books. I don't think that you need to start saving your money to buy stock in the near term.

Every other week, IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering employee questions. Queries may be submitted anonymously via mail or fax 617-423-0712.

Summit

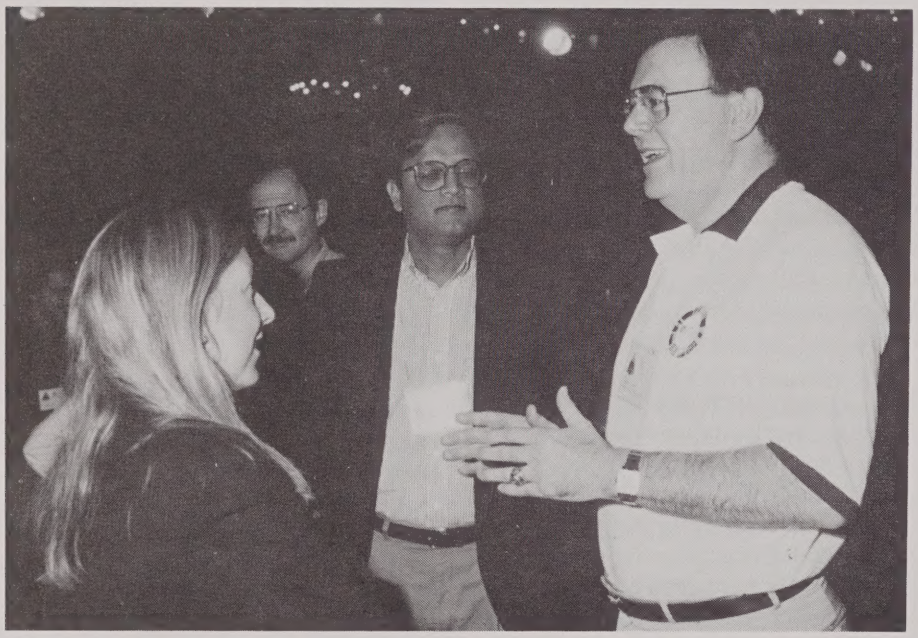
- FROM PAGE 1

building brand equity, he explained. "While technology is still key, the emphasis seems to be shifting away from marketing specific features and toward building brand loyalty among customers," Conlin said.

Some 240 attendees representing 56 of the company's top customers as well as 36 agencies got a firsthand look at the depth and breadth of global services that IDG can provide to its clients.

"The forum provides an excellent setting for IDG's senior managers to meet with key customers in an intellectually stimulating environment," noted Conlin. "It provides an opportunity for IDG to demonstrate its capabilities and cultivate stronger relationships with customers on a very senior level."

In addition to the formal presentations, the Summit also provided IDG staff with an opportunity to network with customers in a variety of informal settings that included hot air balloon rides and jeep tours of the surrounding desert.



IDG Chairman Pat McGovern takes advantage of a break in the action to check in with several clients.

MSD's Director of National Accounts Joan Daly goes over some marketing materials with Jay Yesselman of Computer Associates.

Photos by Morningstar Productions

Steve Woit, *Computerworld* vice president/marketing (l) and Pat Kenealy, president of PC World Communications (c) take to the skies with several customers.

IDG Job Opportunities Update

Monday, February 7, 1994

The *Job Opportunity Listing* will be published in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

P/T INTERNATIONAL ADVERTISING SALES/OFFICE ASSISTANT ((IMS)

The individual in this position will assist the Eastern Advertising Sales Manager in communicating with U.S. clients and IDG International offices. Duties will include maintaining a database, preparing media kits, filing publications in the IMS library and various research projects as needed. Excellent communication skills are required. Knowledge of Microsoft Word and Microsoft Excel on the Macintosh preferred. (This position is 20 hours per week)

STAFF ACCOUNTANT (IDG)

The ideal candidate will be responsible for assisting the Group Controller in all aspects of accounting for a large number of business units. BS in Accounting plus at least 3 years experience in a full cycle accounting position is required. Experience in a large company preferred. Lotus Spreadsheet experience is necessary. Individual should have excellent interpersonal and communication skills.

P/T COPY EDITOR/WRITER (CONNELL COMUNICATIONS INC.)

The individual in this position will be responsible for writing program descriptions, copy editing and proofreading for a start-up magazine for video-on-demand subscribers. Accuracy, reliability and a lively writing style are required. Macintosh experience is necessary.(Position requires 8-10 days of work per month in the Cambridge, MA. office).

DIRECTOR, SALES & MARKETING (PCW/ONLINE)

The Director of Sales and Marketing for the Online Department will be responsible for researching new and existing markets. Ideal candidate will evaluate business opportunities in addition to developing and implementing marketing strategies. Responsibilities will include establishing business alliances to allow Online Services to meet its forecast market share and revenue goals.

PRODUCTION COORDINATOR (MULTIMEDIA WORLD)

The individual in this position will assist with advertising information for booking and billing of Multimedia World Magazine. Candidate will communicate with sales staff, ad agencies, and clients as well as the printer regarding all production issues. Additional responsibilities will include monitoring client contracts and credit information. Individual will traffic editorial and advertiser materials from prepress through the final film.. Knowledge of Word, Excel and FileMaker on the Macintosh is necessary. Clerical experience preferred.

ADMINISTRATIVE ASSISTANT (MACWORLD)

The ideal candidate will provide support to the fast paced Ad Sales Department. Excellent Macintosh skills including Word and Excel are required. Individual should have the ability to prioritize and meet deadlines.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWPI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NWW/*CIO*/IDG-NG/IMS/ETA/ Regional Offices	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham/WEC/ FCW/IDC Gov't	Elaine Ouellette Brenda Thompson	(508)935-4605 (508)935-4531
List Services/Research Services/ LPC-PCW	Brenda Thompson	(508)935-4531
IDG-Peterborough/A+/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PC World/IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/*Publish!*/SunWorld	Denise Garcia	(415)442-0169
Infotainment World	Christine Yam	(415)349-4300
InfoWorld/IDG Books/EMS	Donna Vieraitis Carla Neumann	(415)572-7341 (415)312-0501

IDG Job Opportunities Update

February 7, 1994

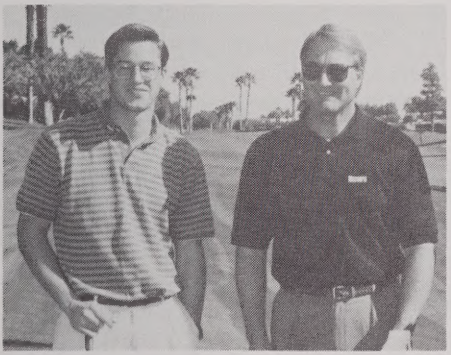
Division	Title	Location	Contact Mgr.	Phone
IDG	Staff Accountant	Framingham, MA	B. Thompson	(508)935-4531
IDG	Int'l Ad Sales/Office Asst.	IMS, Framingham, MA	B. Thompson	(508)935-4531
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	List Sales Representative	Natick, MA	B. Thompson	(508)935-4531
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham,MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham,MA	L. Connolly	(508)935-4791
IDG/IPS	Assistant Editor	IDG Int"l. Pub Serv., Boston,MA	M. Cornetta	(508)935-4734
IDG/IPS	Correspondent	IDG Int'l. Pub Serv., Tokyo,Japan	M. Cornetta	(508)935-4734
IDG/IPS	PR Service Administrator	IDG Int"l. Pub Serv., Boston,MA	T. Guest	(508)935-4766
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Product Support Specialist	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Admin. Assistant, ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	Desktop Video World, NH	M. Cornetta	(508)935-4734
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4311
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Copy Editor,(1) 2nd Shift	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Sales Director	Burlingame, CA	L. Craven	(708)798-1113
CWPI	Copy Editor	Framingham, MA	A. McCrory	(508)820-8205
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
IW	Enterprise Team Sys. Analyst	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	InfoWorld, Natick, MA	L. Schmid	(415)312-0669
IW	P/T Administrative Assistant	InfoWorld, San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

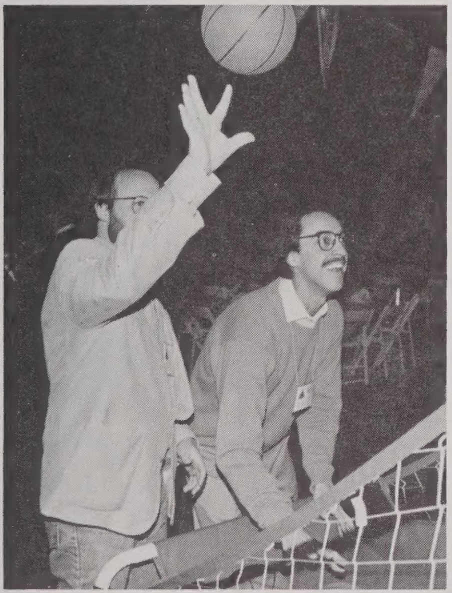
February 7, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Reporter	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Royalty Accountant	San Mateo, CA	M. VanFleet	(415)312-0635
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Productiion Assistant	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
PCW	Production Coordinator	Multimedia World, San Francisco, CA	C. Smukler	(415)974-7394
PCW	Director, Sales & Marketing	PC World, San Francisco,CA	J. Moody	(415-978-3289
PCW	Accounting Assistant	PC World Central Serv. S.F. , CA	M. Reyes	(415)978-3364
PCW	P/T Admin. Assistant	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	Administrative Assistant	PC World, San Francisco,CA	K. Blaylock	(415)978-3275
PCW	Administrative Assistant	PC World, San Francisco,CA	P. Owen	(415)978-3298
PCW	Asst. to Associate Publisher	Multimedia World, San Francisco, CA	P. Navone	(415)267-1769
PCW	Copy Editor	PC World, San Francisco,CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	PC World, San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	PC World, Boston, MA	B. Thompson	(508)935-4531
PCW	Circ. Subscription Director	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	PC World, San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	PC World, San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Administrative Assistant	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Office Manager	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	Macworld, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Sales Associate	Macworld, San Francisco, CA	L. Giglione	(415)978-3272
IMI	Circulation Assistant	Publish, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	SunWorld, San Francisco, CA	M. Chappel	(415)267-1725
IMI	Account Representative	NeXTworld, San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	G. Smith	(415)286-2511
IFTW	Editorial Assistant	Electronic Ent. San Mateo, CA	B. Cataldo	(415)286-2558
IFTW	Systems Specialist	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Production Coordinator	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Eastern Reg. Account Mgr.	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546

Ginny Pohlman, IMS Western Advertising Manager, talks to Lee Cannon of Acer America.



Macworld President Jim Martin (r) prepares to tee off with Rich Barton of Microsoft.



Editors-in-chief John Gallant (l) of *Network World* and Bill Laberis of *Computerworld* show off their technique.

PCW Editor-in-Chief Phil Lemmons (l) hosts one of the many panel discussions.

Appropriately garbed to help host the Summit's Sports Night, MSD's Libby Levinson (l) and Jennifer Rizzo (r) flank Leslie Price and Avis Lampert of Price Lampert Associates.

Preben Engell, managing director of IDG Denmark (l) chats with International Publishing Services President David Hill. Engell has been working with Kelly Conlin to explore the viability of establishing a European MSD organization.

Chairman's achievers

Marsha Acquafresca
Lynn Christofferson
Sheryl Merchant
Maureen Rondeau
IMS/U.S. Sales Suppport Team

World Update

(Left to right) Marsha Acquafresca, Sheryl Merchant and Maureen Rondeau

IDG's International Marketing Services attained an impressive 40% increase in IMS ad bookings and commission revenues in FY93 compared with the previous year. According to IMS President Frank Cutitta, "neither IMS' sales or the management staff could have produced such a dramatic increase without the customized tools and ammunition developed by the IMS support staff."

The team's varied responsibilities include continuously producing and revising more than 150 rate cards each year; preparing highly complex global advertising campaign scenarios on demand; negotiating, transacting and tracking business in virtually every international currency; and serving internally as the IDG clearinghouse on questions related to international publications, operations and contacts.

"Because of their many years of experience, our IMS support staff at times takes their daily challenges for granted," Cutitta said. "However, I feel that considering the exceptional year IMS enjoyed, the people behind the scenes must be publicly recognized."

Noteworthy!

NEW EMPLOYEES

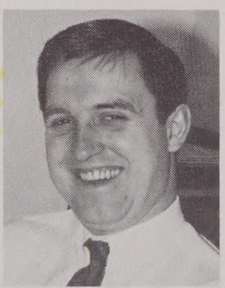
Jenifer Clarkson has been named direct marketing manager at *Macworld*. Her most recent post was promotion manager at *Health* magazine. She has a BA in English from Cornell University and enjoys running, skiing and reading in her free time.

Matthew Hawn is working as an administrative assistant in *Macworld*'s editorial department. He previously did some editing and graphic design work for Grinning Guy Graphics. Matthew has a BA in American literature from the University of California at Santa Cruz and enjoys gardening and reading.

■ ■ ■

Otto Doll has joined IDC Government as group director of planning and director of the strategic planning service. He was previously director of information resources management at the General Services Administration. Otto has a BS in computer science from Virginia Polytechnic Institute and attended Harvard's Kennedy School of Government on a senior executive fellowship. Family, reading and golf take up his free time.

■ ■ ■


World Update

Gillott

Iain Gillott has signed on as a research manager for LINK Resources and is based at IDC Framingham. He previously worked for the personal communications division of EDS, supporting a sales team that sold to wireless carriers. Iain has a BS in computer engineering from the University College of North Wales and spends his free time restoring a 1973 Porsche and running.

■ ■ ■

Facilities Coordinator **Sam Grimaldo** divides his time between Infotainment World's office and its nearby warehouse, where his responsibilities include sending out bulk order shipments of back issues and books. He was previously a warehouse supervisor at ADI Systems. A former boxer, Sam enjoys all sports.

Also at Infotainment World, **Kathy Marty** has been hired as art director for *Electronic Entertainment*. She has operated her own graphic design firm since 1991 and before that was associate art director for *In Health*. Kathy has a BFA in sculpture and textiles from the University of Cincinnati and enjoys gardening and spending time with her two-year-old son.

■ ■ ■

EMS

Ku

Senior Technical Consultant **Judy Ku** is now part of the team at Electronic Marketplace Systems. She was recently a senior micro software engineer at Bank of America. Judy has a BA in computer science from the University of California at Berkeley and spends her off hours sewing and playing the piano.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Joanne Oteri Capolino - CWDD

FIFTEEN YEARS
Piergiorgio Saluti - TechMedia

FOURTEEN YEARS
Kim Pennett - Computerworld

ELEVEN YEARS
Carl Marchi - Computerworld

TEN YEARS
Gail Johnston - Computerworld
Mary Rinaldo - Network World

NINE YEARS
Timothy Walsh - TechMedia
Patricia White - Computerworld

EIGHT YEARS
Deborah Goldstein - List Services

SEVEN YEARS
Kathryn Taplett - Computerworld
Michael Comendul - BCP
Marty Garchar - Macworld
Magdalena Zabala - IDG Spain
Olga Fernandez - IDG Spain

SIX YEARS
Laura Sears - IDG
Gregg Pinsky - Computerworld
Janet Parks Swanson - InfoWorld

FIVE YEARS
Donna Kirkey - Network World
Arne Hurty - Macworld
Kevin Normandeau - PC World
Ellen DiMatteo - PC World
Jeannie Fioti - InfoWorld

FOUR YEARS
Tammy Gryniewicz - Computerworld
Kimberlee Smith - Computerworld
Nanci Farquharson - Network World
Kent Tayenaka - Macworld
Alvaro Morenes - IDG Spain
Victor Garza - InfoWorld

THREE YEARS
Amy Silberman - IDG
Deborah Brennan - IDG
Christopher Flynn - Computerworld
Thomas Christensen - IDG Denmark
Gunn Smukkestad - IDG Norway

TWO YEARS
Jacqueline Mita DiBianca - Network World
Gloria Ciolek - Computerworld
Anthony Calamaro - GITG
Shelley Lecours - IDG World Expo
Joyce Gillis - Computerworld
Sally Ann Sinclair - IDG/CI
Christina Maguire - Computerworld
Lynn Palmquist - CIO
Coleen O'Hara - Asia Computerworld
Vance McCarthy - InfoWorld
Robert Gale - InfoWorld

ONE YEAR
Martina Martin - IDG/CI
David Snyder - IDC Government
Kelly Lynch - IDG
Niels Bentzen - IDG Denmark
Marina Escobar - IDG Venezuela
Jason Douglas - Advanced Systems
Patricia Reynolds - IDG Books
Laurie Smith - IDG Books
Julie Wilson - IDG Books
Stephen Polilli -InfoWorld
Barbara Newton - InfoWorld

Employees focus on health, safety

World Update

Members of IDG's hard-working Health and Safety Committee include (l-r) John Kelly, Eric Cormier, Eve Lieberman, Lucy Sheehan and Aimee Guillette.

Employees at IDG's 5 Speen St. office in Framingham who made New Year's resolutions to shape up got a boost last month during the company's "Health and Safety Week." The event, which was several months in the organizing, featured a blood drive, cholesterol screening, CPR and first aid training, and a blood pressure check.

The week got off to a rousing start with a surprise fire drill followed by a fire safety video and fire extinguisher demonstration. More than two dozen IDG and IDC employees donated blood at an on-site drive sponsored by the Red Cross.

Credit goes to **Lucy Sheehan**, executive assistant to the VP/Corporate Controller, **Eric Cormier** and **John Kelley** of Office Services, and **Eve Lieberman** and **Aimee Guillette** of the IS Department, who began organizing IDG's Health and Safety week in September. All employees also received a medical emergencies pocket guide, a first-aid kit and bright yellow laminated floor evacuation plans and emergency procedures desk guides.

Off line

Congratulations to all our enthusiastic caption contributors. Winner Rick Popko will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.

Beta site for the loco area network.
- **Simon Salamon**, LINK Resources

"I guess we need some training classes."
- **Paul Smith**, *InfoWorld*

Still life: End users from hell.
- **Tom Kiely**, *CIO*

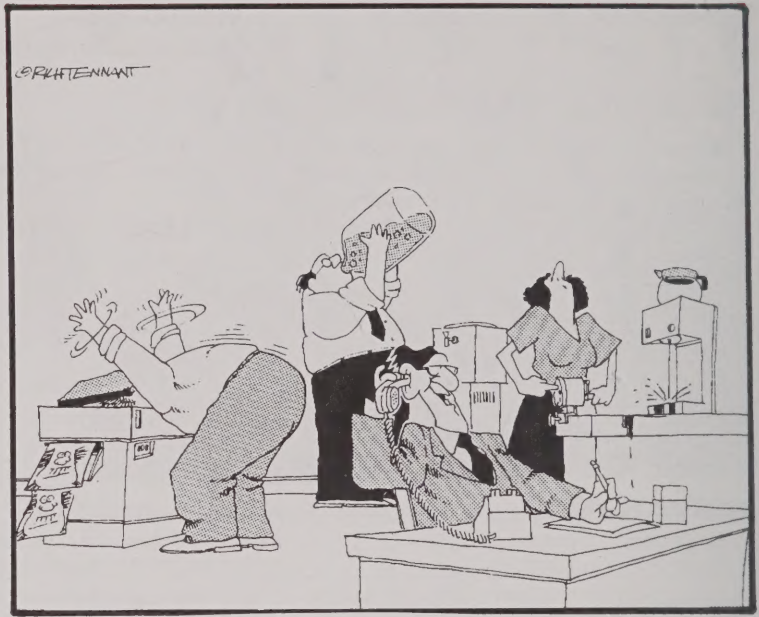
After computer games were outlawed, the staff had to find new ways to amuse themselves.
- **Wendy Weinstein**, IDC

Life in the office before computer games.
- **Neil McCormick**, IDC/Asia Research Center

Following the completion of the publication's tight deadlines, editorial indulged a little when it came time for their 60 seconds of approved "play time."
- **Brooke Burton**, *CIO*

"When did you say our computers will be fixed?"
- **Lars Egil Saetrang**, IDG Norway

"Just another day at the office!"
- **Kim Hansen**, Infotainment World



"Acme Bird Farm, which loon would you like to speak to?"
- **Rick Popko**, IDG Central Services

"Speak softly, Jack. Let people concentrate on their jobs."
- **Piyush Kumar Singh**, IDC India

"No, everything's under control here. We shouldn't have any trouble meeting that deadline."
- **Laurie Smith**, IDG Books Midwest

"No *PC World* this month!"
- **Wee Liang Toon**, IDC Singapore

Just another manic Monday in Credit!
- **Jim Falanga**, IDG Credit

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

On line: *Macworld's* Jim Martin steps up to the plate
- PAGE 3

ComNet '94 marked by strong collaborative efforts
- PAGE 4

Federal Computer Week unveils new look, supplements
- PAGE 5

IDG World Update

VOLUME 24, NUMBER 7
FEBRUARY 14, 1994

IDG Books outperforms industry to claim No. 2 slot for computer books

IDG Books Worldwide moved into the No. 2 slot in computer book publishing market share at the end of December, based on feedback from major retail and wholesale outlets' review of sales performance.

"The speed at which we've captured the No. 2 position has never been done in the history of computer book publishing," said IDG Books President **John Kilcullen**. "When we had our original board meeting in 1990, I asked Pat what our benchmark for success should be. He wanted us to be among the top three computer book publishers in five years. At the time, I thought he was crazy! But here we are, and we've exceeded that mark."

IDG attained its rank by publishing just 30 new titles a year. By contrast, No. 1 Prentice Hall Computer Publishing publishes 400 books a year. "We sell more of what sells — that's our motto," said **Milissa Koloski**, vice president of U.S. sales.

During the past 20 months, IDG Books has outperformed the industry by a huge margin in three key areas: gross margin (profit relative to the price of the book), inventory turnover (how frequently the book sells) and sales per square foot (a physical evaluation of how well the book sells relative to the space it occupies). Moreover, IDG ranks first among computer book publishers in terms of sales per title, number of bestsellers in the various categories of computer books (such as spreadsheets or word processing) and in ratio of bestsellers to books published.

The recent holiday buying season showed IDG Books dominating the bestseller lists like never before. Led by *Windows for Dummies* and *DOS for Dummies 2nd edition*, an assortment of IDG titles had a solid hold on the first nine spots of the Software Etc. bestseller list in December, with a weekly high of 12 titles in the top 20. Software Etc. has more than 300 stores in the U.S.

> *"We sell more of what sells — that's our motto."*
>
> **- Milissa Koloski, VP, U.S. sales**

During the week of December 11, IDG occupied 13 of the 20 spots on the B Dalton, Doubleday and Scribner's mall division retail bookstore list. Eight titles appeared on the Barnes & Noble and Bookstop/Bookstar superstore division Top 20 list. IDG Books also dominated the book distributors' lists, grabbing 19 of 20 at Baker & Taylor, for example..

First quarter has company on track for record year

IDG has just closed the books on its best quarter in the company's 30-year history. For the period of Oct. 1993 through Dec. 1993 the company's profits were 60% ahead of the budgeted goal and almost triple the prior year's level.

Very strong performances at almost every worldwide business unit contributed to IDG's overall success. Several major factors drove the overall excellent results.

Most important, IDG's companies continue to stay close to the customer and offer the best quality products and services. Customers have shown their willingness to pay a premium for this excellence. So, by putting through aggressive rate increases and sticking to the rate card or price lists, IDG's business units have increased profitability and margins.

In addition, IDG's market share position is at an all-time high. As the economies of many countries around the globe have started to improve, the company's business units have capitalized on their leadership positions.

IDG's worldwide business units have also focused attention on expense control and increasing operating efficiencies,

- SEE PAGE 5

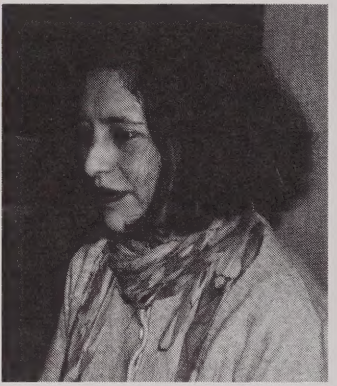
In brief

CIO captures pair of Ozzies for design excellence

CIO earned two Ozzie Awards last fall for design excellence in the annual competition sponsored by *Signature* magazine (formerly *Magazine Design and Production*). The publication earned an honorable mention for best overall design in the trade category (over 50,000 circulation) and *CIO: ISPersonnel* (Nov. 15, 1992) earned an honorable mention for best design, special editorial report or section.

The entries represented the collaborative efforts of Art Director **Mary Marshall**, Associate Art Director **Moira Gillis** and Design Associate **Kim Morneau**.

IDG Argentina employee snags first place in animated movie competition


World Update

Contreras

Myriam Contreras, editorial coordinator for *Computerworld* and *InfoWorld* in Argentina, recently took home first place in an animated movie competition jointly sponsored by Argentina's Instituto Nacional de Cinematografía and the state-run Argentina Televisora Color (ATC) television station.

Contreras, who acted as writer, director and producer on the project, worked with illustrator Marcelo Otero to produce the five-minute movie short entitled *Ceguera* ("blindness" in English), which tells the story of a blind beggar and her sighted daughter and the people who seem not to see them.

The two beat out a field of close to 40 entries to capture the first-place prize of $29,500, which will be used to finance transmission of the piece on a nationwide television program.

Contreras joined *Computerworld Argentina* in 1990 as a writer and two years later was promoted to her current position. She has studied film-making and animation for four years and has been involved in a variety of independent productions.

IDG Italy targets growing consumer market with PC shopper title

SHOPPING
GUIDA AGLI ACQUISTI
210.000 COPIE
Bravo AST. E' venuto il momento
di fare luce sul mondo dei computer.
AST COMPUTER

IDG Italy has added a sixth publication to its lineup with the launch of *PC Shopping Italy*, a bi-monthly targeted at Italy's rapidly growing consumer IT market.

The magazine, which provides comprehensive product and distribution information for PC buyers, is dedicated to providing readers with straight talk about purchasing PCs, according to IDG Italy Managing Director **Brunello Bossi**. "Our editorial is significantly different from that of our competitors. We try to avoid technical product reviews and instead provide easy-to-use product information," he said.

The editorial content provides tips and tricks on consumer issues such as users' rights and warranties, reviews on the latest in hardware and software and resource information on the location of computer retailers and manufacturers. *PC Shopping Italy* has a paid circulation of 210,000, four times that of its closest competitor and an ad/edit ratio of 40/60.

Media Transasia relaunches *Thai CW* in English

As part of its effort to target management readers, *Thai Computerworld* relaunched in English last November. The new editor is **Pravir Ganguly**, formerly editor of India's leading PC publication.

Target circulation for the revised publication is approximately 12,000. The paper has been upgraded to a bright white glossy stock.

Thai IT market growth is anticipated to be 12% this year. New licensing laws to discourage software piracy should help make the market more attractive and boost the number of potential advertisers.

Macwelt CD targets graphic designers

IDG Germany's *Macwelt* has teamed up with local photography publisher Laterna Magica to produce a CD-ROM targeted at graphic designers and photographers involved in digital image processing. The Photoworks - Hands-On Photoshop is an interactive workshop that gives users access to the entire spectrum of digital image processing, from simple image retouching to professional montage.

The CD contains a catalog of more than 400 photos and graphics that can be combined with any Photoshop functions. In addition to a demo version of Photoshop 2.5, the CD also contains scanner software, archiving programs, various filters and plug-ins, Powertools from Kal Krause and numerous utilities.

Theoretical principles, tips and tricks from experts and all *Macwelt* workshops on Photoshop provide essential information covering the entire subject of digital image processing for beginners and professionals alike. No additional programs or tools are required for working with Photoworks - Hands-On Photoshop. The CD-ROM runs on all Macintosh computers with 5M bytes of main memory, System 7 or higher, a CD-ROM drive and a 14-inch color monitor.

The CD sells for DM 129.00 (US$74) and can be ordered from IDG Magazine Verlag GmbH, Vertrieb Macwelt, Rheinstrasse 28, D-80803 Munich, Germany. Additional information and sample copies are available.

On line

ASK JIM

Jim Martin, president of Macworld Communications, takes a turn as this week's guest columnist. (Part 1 of 2)

Q How many *Macworld* magazines are being published around the world, and are they all customers of the Global Product Support Center?

A IDG and its publishing partners now produce 16 stand-alone *Macworld* magazines around the world. Most of these are published monthly. In four other countries, *Macworld* special sections are inserted into other IDG publications. Two recent and exciting additions to the *Macworld* brand family are *Macworld Mexico* and *Macworld Brazil*. In Mexico, Henry Morales and his team produce a 32-page Spanish-language section which is bound into a specially configured version of the U.S. version of *Macworld*. Henry feels that IT-savvy users in Mexico like the combination of English and Spanish editions of *Macworld* bound together, and he is selling over 5,000 copies per month. We put a special Spanish-language banner on the cover to grab attention. At the recent Worldwide Managers Meeting, Ney Kruel told me that Apple has been supportive of the launch of a *Macworld* publication in Brazil, and Ney is working on the details for a card-in-the-box deal with Apple.

The Global Product Support Center works on behalf of all *Macworld* publications worldwide by sharing best practices, acting as a two-way resource center for market research and information sharing, and ensuring that *Macworld* U.S. editorial and design material is readily and easily available to all who wish to use it. We've recently introduced an innovative monthly CD-ROM distribution system which will carry all *Macworld* editorial and art to IDG's worldwide *Macworld* partners. Chip Carman of the GPSC staff is running the system, and he can be contacted on BusinessTalk at "C.Carman."

Q Macworld Expo just celebrated its 10th annual expo in San Francisco, which also happened to be the 10th anniversary of the Macintosh and *Macworld* magazine. What kinds of changes do you see happening with the show in the next 10 years?

A I fully expect to see Compaq, Dell, AST and IBM (among others) each purchasing booths to show off their Macintosh-compatible systems! Pinch me, I'm dreaming.

Seriously, the PowerPC will likely drive Apple's success in multimedia, high-end graphics, mobile computing and the home and education market segments. I think we will see even more emphasis on these key areas in future shows, and I would speculate that some of these tracks might have to be spun off as separate shows.

Our show organizer, Mitch Hall and Associates, constantly surveys the changing needs of show attendees and our vendor customers who participate. The surveys will give us the kind of input we need to make sure Macworld Expo evolves with the changing needs of the market.

Q What are Apple's top markets in terms of sales? Do we have a *Macworld* in each market?

A Apple's top markets are the U.S., Japan, France, the U.K., Australia and Scandinavia. IDG has the good fortune of having top-rated publications in each of these areas of the world. While Apple's share of market in Germany is about half that of its most successful countries, Germany provides Apple an incredible area of opportunity, which it is trying to exploit. CEO Michael Spindler is a German national, and he's sure to want to increase marketshare in his home country.

Apple also realizes it needs to be aggressive in other regions. In December 1993, Apple re-opened its Beijing office after a long hiatus, and we are working with Apple to produce a Macworld Expo in China later this year or in 1995. Our publishing team will monitor market needs and could launch a *Macworld* publication in a few years.

The entire Latin American market has suddenly become *de rigeur* for companies like Apple. It recently opened its first office in Mexico City, which will be followed by significant expansion into other key countries such as Brazil, Venezuela and Argentina. NAFTA and the Mercosur trading alliance in South America will ultimately give Apple favorable import treatment, opening up this incredibly robust market in which Apple should do well.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

Collaboration key to success of ComNet '94

CW, NW, FCW, IW and IDC help World Expo attract record crowd

ComNet's show management team cuts the official ribbon to open the show floor. (From left:) World Expo CEO Ken Kaplan, ComNet Chairman Dennis Kirshy, Vice President/General Manager for Communications Technology David Brandin, Show Manager Robin Andreola and Senior Vice President Bill Leitch.

Spread among three sites in Washington, D.C., ComNet '94 added a number of new features to its repertoire of exhibits, conferences and special events covering the latest in the networking and communications industry.

The theme of last month's 16th annual show was "Entering the Global Age." A record crowd of more than 37,000 attendees viewed exhibits from 438 participating companies, 90% of whom have already rebooked for next year's event. The more than 500 members of the press was also an all-time high, and ComNet benefitted from a significant amount of pre- and post-show coverage.

Produced and managed by IDG World Expo, ComNet '94 displayed IDG business unit collaboration at its best. Among the highlights:

• *Network World* and *Computerworld* sponsored the show, and *Federal Computer Week* served as the official government publication.

• *FCW* and IDC Government teamed up to sponsor a three-session Federal Forum to examine federal government networking initiatives.

• Once again, *Computerworld* lent its name to the ComNet New Product Achievement Award Competition in which attendees voted electronically for the best new product per category. This year, Publisher **Gary Beach** hosted the awards ceremony. More than 250 new networking products debuted at the show.

• **Bob Metcalfe**, *InfoWorld*'s publisher/CEO and IDG's vice president of technology, explored in his keynote address how irreconcilable differences among networking's modes — LAN, WAN, remote and mobile — will keep them from converging.

• **Kim Myhre**, senior vice president of IDC, presented the results of the second annual IDC/*Network World* survey of Fortune 500 enterprise network managers.

The survey provides an understanding of the objectives, challenges and strategies of major U.S. corporations in their efforts to plan, build and manage the emerging enterprise internetwork.

During the presentation, more than 200 members of the audience used Fleetwood hand-held devices to register their opinions as Myhre conducted a mini-poll and compared their votes with the survey's findings. Generally, rather than building internetworks off of proprietary systems, users are focusing on multivendor internetworks.

ComNet Is Proud To Present Its
New Product Achievement Award Competition Hall Of Fame

IDG World Expo photos

The ComNet '94 team included (back row, l-r): Jeff Silha, Judy Dandison, Barbara Inglese, Janet Morita, Dennis Kirshy, Robin Andreola, David Brandin, Bill Leitch, Louise Donahue, Richard Vendola (Tradeshow Management Services), Colleen O'Toole. Front row: Shelly Futran, Barbara St. George, Rachel Winett, Eileen Faber, Camille Jones, Sandy Cincotta, Maureen Whiting and Justin Demaris.

-CONTINUED ON NEXT PAGE

IDG Job Opportunities Update

Monday, February 14, 1994

PART/TIME OFFICE ASSISTANT (IDG/BOSTON)

The responsibilities in this position will be to coordinate the copying and mailing of end-of-month financial reports. Duties will include preparation on the financial review books, making labels, photocopying financial results and general clerical support. Word processing and spreadsheet knowledge preferred. 10-12 hours per week.

SALES DIRECTOR (CONNELL COMMUNICATIONS INC.)

The successful candidate will be responsible for all chain/major retail sales for the new publication, *Game Hits.* Duties will also include coordinating all telemarketing activities. Individual should have a working knowledge of the video, music or games industry. Some travel required.

SENIOR EDITOR / MIDRANGE SYSTEMS (CWPI)

Computerworld is looking for a Senior Editor to cover Midrange Systems. Five years journalism experience, the majority of which has been spent covering the IT field is necessary. Excellent writing skills and enterprising reporting a must.

SENIOR COPY EDITOR (INFOWORLD)

The ideal candidate will be responsible for monitoring the daily flow of work through the copydesk. Individual will support the Chief Copy Editor in training new staff members, researching style issues, creating layout templates and revising copyflow processes. 1-3 years editing experience on a weekly or daily publication preferred. English or Journalism degree required. Microsoft Word and QuarkXPress experience necessary.

CHIEF COPY EDITOR (INFOWORLD)

The successful candidate will be responsible for managing a team of copyeditors in addition to the work flow through the copydesk. Individual will update, research and maintain InfoWorld's style guidelines. Duties will also include monitoring the progress and status of all pages of the publication. 1-2 years management plus 2-5 years editing experience is necessary. English or Journalism degree required. Experience with Macintosh desktop publishing preferred.

ACCOUNT MANAGER (INFOWORLD)

The individual in this position will support two Demographic Sales Reps. Candidate will assist in producing mailings, pricing information, database entry and general sales administrative support. Attention to detail in a fast-paced environment plus strong organizational skills required. PC literacy a must. Publishing or advertising experience desired.

SALES REPRESENTATIVE (INFOWORLD)

The individual in this position will be responsible for prospecting and maintaining advertising space for InfoWorld. 3-5 years selling experience and knowledge of the computer industry required.

COPY EDITOR (IDG/B)

The primary responsibilities in this position will include delivering edited text to project editors on a timely basis, communicating with authors and developing and maintaining book specific conventions for projects. Individual will develop and copyedit text on a book level. Language skills and time-management skills are necessary.

EXECUTIVE ASSISTANT, INTERNATIONAL SALES (IDG/B)

The individual in this position will provide administrative support to the V.P., International Sales. 2-5 years administrative experience desired. Excellent communication skills are necessary. Experience in sales operations a plus. Candidate should have strong word-processing skills and knowledge of basic spreadsheet functions. Four year degree preferred. Spanish or German a plus.

ACCOUNT MANAGER (PC WORLD)

The primary responsibility in this position will be to pursue all advertising opportunities through creative and imaginative sales techniques for the Northern California territory. Additional responsibilities will include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in the computer publishing industry required. Excellent communication skills are necessary. Knowledge of PC products and marketplace preferred.

SENIOR PERFORMANACE ANALYST (PC WORLD)

The ideal candidate will be responsible for developing and executing hardware and software testing. Duties will include writing reports based on test results, assisting the Test Center Director and developing a consensus with editors on test implementation. Individual will communicate with vendors about market and testing issues. Bachelor's degree in computer science/information systems or the equivalent in business computing experience preferred.

CIRCULATION MANAGER (IMI / *ADVANCED SYSTEMS*)

The candidate in this position will be responsible for all circulation and fullfillment functions for a trade monthly, *Advanced Systems.* Prior experience on a trade magazine required. Individual should enjoy working independently.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWPI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NWW/*CIO*/IPS/IMS/ETA/	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham/WEC/ FCW/IDC Gov't	Elaine Ouellette Brenda Thompson	(508)935-4605 (508)935-4531
List Services/Research Services/ LPC-PCW/IMS/ETA/Reg. Offices	Brenda Thompson	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PC World/IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/*Publish*/SunWorld	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)349-4300
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
IDG Books/EMS/IDG ASIA	Carla Neumann	(415)312-0501

IDG Job Opportunities Update

February 14, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Office Assistant	Boston, MA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	B. Thompson	(508)935-4531
IDG	Int'l Ad Sales/Office Asst.	IMS, Framingham, MA	B. Thompson	(508)935-4531
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	List Sales Representative	Natick, MA	B. Thompson	(508)935-4531
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham,MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham,MA	L. Connolly	(508)935-4791
IDG/IPS	Assistant Editor	IDG Int"l. Pub Serv., Boston,MA	M. Cornetta	(508)935-4734
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Admin. Assistant, ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	Desktop Video World, NH	M. Cornetta	(508)935-4734
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4311
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Sr. Editor/Midrange Systems	Framingham, MA	S. Perry	(508)820-8161
CWPI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Copy Editor	Framingham, MA	A. McCrory	(508)820-8205
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
IW	Senior Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Chief Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Representative	San Mateo, CA	L. Schmid	(415)312-0669
IW	Enterprise Team Sys. Analyst	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	InfoWorld, Natick, MA	L. Schmid	(415)312-0669
IW	P/T Administrative Assistant	InfoWorld, San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

February 14, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Copy Editor (2)	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Royalty Accountant	San Mateo, CA	M. VanFleet	(415)312-0635
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
PCW	Account Manager	PC World, San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	PC World, San Francisco,CA	G. Smith	(415)267-1790
PCW	Production Coordinator	Multimedia World, San Francisco, CA	C. Smukler	(415)974-7394
PCW	Director, Sales & Marketing	PC World, San Francisco,CA	J. Moody	(415-978-3289
PCW	Accounting Assistant	PC World Central Serv. S.F. , CA	M. Reyes	(415)978-3364
PCW	P/T Admin. Assistant	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	Administrative Assistant	PC World, San Francisco,CA	K. Blaylock	(415)978-3275
PCW	Administrative Assistant	PC World, San Francisco,CA	P. Owen	(415)978-3298
PCW	Administrative Assistant	PC World, San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	PC World, Boston, MA	B. Thompson	(508)935-4531
PCW	Circ. Subscription Director	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	PC World, San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	PC World, San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Administrative Assistant	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Office Manager	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	Macworld, San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Manager	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	SunWorld, San Francisco, CA	M. Chappel	(415)267-1725
IMI	Account Representative	NeXTworld, San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	G. Smith	(415)286-2511
IFTW	Editorial Assistant	Electronic Ent. San Mateo, CA	B. Cataldo	(415)286-2558
IFTW	Systems Specialist	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Production Coordinator	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Eastern Reg. Account Mgr.	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546

Federal Computer Week unveils new look

Teams up with publications to launch series of collaborative supplements

Federal Computer Week's Jan.10 issue showed off its first redesign in seven years as well as the first of several collaborative supplements.

Based on extensive reader surveys and focus groups, the new *FCW* has a more dynamic presentation, with more labels, charts, pull-out boxes and informational graphics. Sections appear in a new order, and there is an agency index in the table of contents.

FEDERAL COMPUTER WEEK

OFPP Pushes Governmentwide Electronic Buys

House Launches Inquiry Into DOE Bias

FAA's AAS Faces Overhaul or Breakup

Glenn Seeks TAC-4 Delay

Loral Buyout of IBM Federal Raises Leadership Questions

Federal Research Funds Target Clinical Computing

Before...

FEDERAL COMPUTER WEEK

GTSI plans key alliance with major distributor

Industry targets new MAS approach

ELECTRONIC COMMERCE

Agencies embrace EC initiatives

PC ACQUISITIONS

USPS starts $200M contract; Army, AF plan separate buys

Clipper gets stamp of approval

... and after

MORE SIGNPOSTS

Federal workers are busier than ever, said *FCW* Editor **Anne Armstrong**, and they need information that's easy to get to. Plus, "with the National Performance Review [the Clinton Administration's proposal to reengineer government], there'll be fewer government workers, they'll have even less time to read. We wanted to give them more signposts, more ways into the pages."

The Jan.10 supplement, "Service to the Public: Toward a 24-Hour Government," was the first *FCW* insert to run in two publications at once. *FCW* teamed up with the monthly *Government Technology*, which has a state and local focus, to reach a total of more than 130,000 government readers. *FCW* Senior Reporter **Jennifer Jones** and IDC Government Research Analyst **John Thornton** each contributed an article, as did writers from *Government Technology* and Harvard University's John F. Kennedy School of Government.

INFOWORLD SIGNS ON

FCW next pitched the collaborative approach to *InfoWorld*. *IW* agreed to lend the expertise of its Test Center and distribute two supplements to its government readers. *FCW*'s Feb. 21 "Energy Star" supplement will include InfoWorld Test Center results on the energy efficiency on PCs, and the April 25 "Government Best Buys" supplement will include the Test Center's general performance rating of 486s available on government contracts. The combined circulation of 90,000 — *FCW*'s full run and *IW*'s government readers — exceeds that of *FCW* rival *Government Computer News.*

According to *FCW* Managing Editor **Carolyn Duffy Marsan**, who edits the supplements, no publisher in the government market has this kind of test and review capability. "By using the InfoWorld Test Center's expertise, we're able to deliver the kind of targeted information our readers need," she said. "Building these kinds of strategic partnerships makes us more competitive and gives us a larger and better quality circulation."

Any office interested in cooperative arrangements with *FCW* should call Publisher **Jim Hussey** at 703-876-5100.

-FROM PREVIOUS PAGE

"We were honored to work with all of the people representing our sister companies," said Show Director **Robin Andreola**. "Having so many different IDG sponsors brought extra value to both the show and to the sponsors themselves."

The conference program, expanded to two-and-a-half days this year, focused on "Building the Enterprise Network." New tracks on the Internet, desktop applications and wireless technology proved highly popular. In all, 1,600 network professionals participated in 100 conference sessions, 22 tutorials, an Executive Symposium and other special forums.

Elsewhere at the show, two new pavilions dedicated to wireless technology and NetWare-compliant products attracted enthusiastic crowds. The second annual LiveNet demonstration featured the inner workings of Asynchronous Transfer Mode (ATM), a high-speed packet technology that transmits data, voice and graphics. LiveNet is the only network demonstration in the industry to display technologies, multivendor products and applications that are available today and working together in an integrated corporate network setting.

IDG World Expo's ComNet series continues with ComNet Prague May 25-27.

Record

-FROM PAGE 1

which has contributed to higher profits.

One other major factor influencing the overall results is the spirit of cooperation and sharing among IDG's business units. Tremendous synergies exist between various business units and divisions, and IDG's managers have been pursuing these opportunities for mutual gain.

Looking ahead, FY94 is budgeted to be IDG's best year in history. IDG is off to a great start and, with the continued strong efforts of IDG's employees around the globe, the record profit goal is well within the company's reach.

Noteworthy!

PROMOTIONS

The IDG Credit Department in Framingham has announced two promotions. Former Credit Analyst **Lillian Richard** has been promoted to senior credit analyst. Lillian has handled collections for various publications and most recently has been working with *InfoWorld*. "Lill has been an action-oriented and consistent top performer throughout her four years in the department," said Assistant Credit Manager Amy Fellows.

Richard World Update

Also in Framingham, **Lynne Levasseur** has moved up to credit analyst from associate credit analyst. She joined IDG in November 1991 and has supported the Computerworld Database Division, List Services and *Multimedia World*. "Lynne's credit investigations are always thorough, and she is constantly striving to streamline internal processes so we can provide better and faster service to our clients," Fellows said.

Levasseur World Update

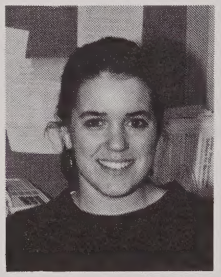
■ ■ ■

John Fisher, previously technical editor at *GamePro*, has been promoted to production editor. During his year with the publication John has written articles, videotaped game footage for *GamePro*'s television program and maintained the test lab, among other duties. "John has developed a keen understanding of how to organize ideas visually," said Managing Editor Janice Crotty. "His growing expertise in graphics and computer technology is a tremendous asset to our magazine."

Previously associate editor at *GamePro*, **Lawrence Neves** is now senior associate editor. He joined the publication from *PC World* in 1992 and quickly demonstrated an ability to review games with insight and humor. "Lawrence is always eager to learn something new, and his rare wit helps our staff manage deadline pressure," said Executive Editor Wes Nihei. "Now all he has to do is learn to whistle while he works."

TRANSFER

Two members of the IDG News Service staff have traded responsibilities. U.S. Correspondent **Cara Cunningham** is now working out of the IDG France office as the News Services's Paris correspondent, and **Martin LaMonica** has taken Cunningham's place in Boston. LaMonica has been with IDG since September 1991 and Cunningham joined IDG a year later.


Cunningham World Update

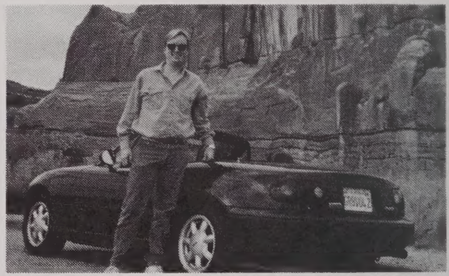
LaMonica World Update

NEW EMPLOYEES

Cathy Vivona has accepted the new post of director of client services at IDC Government. She was previously manager of product marketing services at Software AG North America. Cathy has a BA in American history from Catholic University of America and an MBA from Marymount University. Outside the office, Cathy is a volunteer tutor in an English-as-a-second-language program.

■ ■ ■

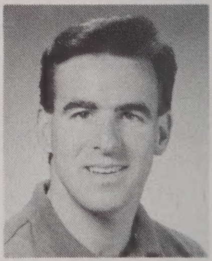
Peter Gaylord has signed on as market development manager for Electronic Marketplace Systems. He most recently worked as a market analyst for Interop Company. Peter has a BA in political science from Hope College and an MBA from Michigan State University and enjoys skiing,


Gaylord and Miata

Chairman's achievers

Damon Dean
Market Development Manager
Multimedia World

Despite having joined the company just over eight months ago, Damon Dean is off to a fast start. Under his direction, *Multimedia World*'s Multimedia Pavilion at the Consumer Electronic Show in Las Vegas weighed in as the largest pavilion in CES history. More significantly, Damon increased participation in the pavilion from 13 companies last summer to 32 this year, which translated into a significant increase for the company's ancillary revenues. Among his many accomplishments were the creation of new sales materials, a value-added program for exhibitors and a reduction in overall costs to *Multimedia World*. "The success of this pavilion helps to establish *Multimedia World* as a market maker," noted Publisher Jonathan Epstein. "Damon put in many long hours before and during the show which resulted in a very smooth operation and very happy clients."


Dean Multimedia World

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Marion Kibbee - IDG
Richard Priante - Network World

FOURTEEN YEARS

Steven Sieck - LINK Resources

THIRTEEN YEARS

Nicole Adda - IDG France
Christiane Alamarguy - IDG France
Jenny de Montaigne - IDG France
Jacques Tillier - IDG France
Patricia Poupaert IDG France

TWELVE YEARS

Magdalena Axelsen - IDG Denmark

TEN YEARS

Wes Nihei - Infotainment World

EIGHT YEARS

Elisabeth Deroff - IDG France
Colette Bienfait- IDG France
Linda Gorgone - Computerworld
Carmen Bryer - IDG
David Essex - Business Computer Pub.
Sasaki Junichi - Macworld Japan

SEVEN YEARS

Véronique Arene - IDG France
Pierre Iticsohn - IDG France
Danièlle Ringuenoire- IDG France
Evelyne Tchoutakian- IDG France
Christian le Gall - IDG France
Maryanne Sinville - IDC
Paul Mercer - IDC
Brenda Shipman - IDG/CI
Stephen Tozeski - IDG/CI
Penny Stevens - IDG
Nina Mattsoff - IDG Sweden
Gina Bartella - InfoWorld

SIX YEARS

Stephen Bruce - IDC
Clare Gillan - IDC
Stuart Johnston - Computerworld
Kevin Burns - IDG
Linda Guyette - Business Computer Pub.

FIVE YEARS

Anne Kerleo-Wendt - IDG France
John Wardley - IDC
Patricia Miller - IDG
Peter Evansson - IDG Sweden
Kent Olofsson - IDG Sweden

FOUR YEARS

Jocelyne Milan - IDG France
Olivier Gouyer - IDG France
Lisa Marie Davidson - Computerworld
Monica Capuzzi - IDG Italy

THREE YEARS

John Morrell - IDC
Helene Lansberg - IDG
Sarah Engman - IDG/CI
Amy Silberman - IDG
Deborah Brennan - IDG
Rosa Martin - IDG Spain
Ayako Miyazaki - IDG Japan
Izumi Okamoto - Macworld Japan

TWO YEARS

Catherine Veil - IDG France
Elizabeth Gulla - IDG
Bradley Earl - IDG
Bill Hanck - PC World
Anthony Miller - IDC Australia

ONE YEAR

Loretta Bernini - LINK Resources
Elana Varon - GITG
Tracy Kenny - IDG Central Services
Adnes Toledo - IDG Venezuela
Steve Chai - Asia Computerworld
Steven Drace - InfoWorld

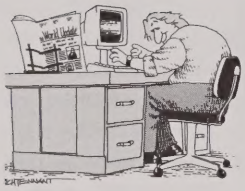
Employees mark five-year milestone

World Update

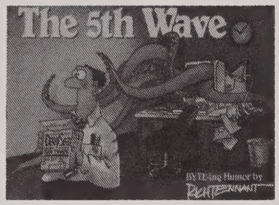
Ten corporate employees were recently presented with plaques in honor of their five-year anniversaries with the company. Included in this group are (l-r): Betsy Buma, HR assistant; Terry Jones, senior credit analyst, IDG Credit Dept.; Elaine Ouellette, HR director; Doreen Ferguson, senior credit analyst, IDG Credit Dept.; Jayne Enos, vice president corporate taxes, IDG Tax and Legal Dept.; Michael Malone, senior programmer analyst, IS Dept.; Hilary Kushinsky, bookkeeper, IDG Accounting. Not pictured are three members of the accounting department: Nancy Sheehan, group controller; Sally Reinfeld, group controller; and Ann Eovine, accounting manager.

Off line

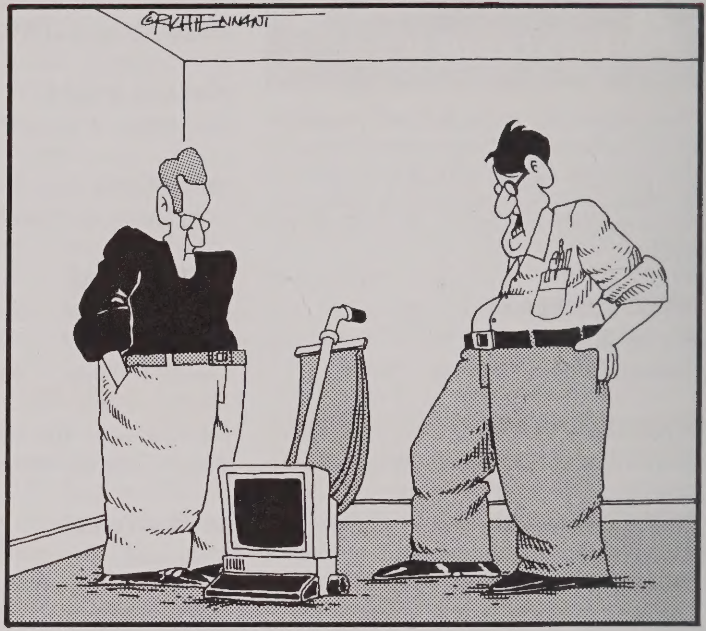
Win Your Own



or



Off line T-Shirt ***5th Wave* cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 8. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave.* Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update,* International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Network World applies the team approach
- PAGE 2

On line: Jim Martin analyzes Apple's shift to PowerPC
- PAGE 3

New IDG Books division publishes two titles
- PAGE 4

IDG World Update

VOLUME 24, NUMBER 8

FEBRUARY 21, 1994

Publish gets license to head 'down under'

IDG has recently signed a license giving Australian company DWR Communications Pty. Ltd. rights to the editorial content of *Publish* magazine. The magazine, which will initially appear six times a year, will not carry the *Publish* name in order to minimize any potential confusion on the part of customers as to who represents IDG in the Australian market. A name for the new magazine has not yet been selected.

IDG's wholly owned subsidiary, IDG Communications Pty. Ltd., has decided to concentrate on other market opportunities and was not interested in publishing the title.

DWR Communications is headed up by David Richards, a former Fleet Street journalist, and currently publishes *BMW Magazine* in Australia and New Zealand. According to Richards, the Australian market holds great potential for a publication focusing on the desktop publishing and pre-press markets.

"This license represents one more market niche that IDG can serve together with a local partner," said International Publishing Services President **David Hill**. "It is a great little opportunity for DWR and for IDG."

European managers tackle variety of issues in Oslo

World Update

Following two days of hard work, attendees at the European Managers Meeting relaxed at a group dinner at one of Oslo's finest restaurants. Above (l-r) Walter Boyd, Mona Hansen, Lars Egil Saetrang, Morten Hansen and Pat McGovern pose for a pre-dinner photo.

IDG's European managers gathered in Oslo, Norway earlier this month for their regular winter meeting. Organized by IDG Norway General Manager **Morten Hansen** and his staff, the meeting provided the managers with an opportunity to discuss a variety of issues in general session as well as hold regional board meetings.

Following opening remarks by IDG President **Walter Boyd**, the group heard from Vice President/Financial Analysis **Susan Petrie** who presented an overview

-SEE PAGE 5

NW's team approach gets creative juices flowing

"Teamwork" has taken on a new meaning at *Network World*. Spurred on by a "WYSIWYG" page-layout system and a new look that emphasizes modular design, *NW*'s writers, copy editors and art staff are now working more collaboratively.

Last June, the copy editors moved their page production tasks from a command-oriented Atex system to a PC PageMakeup application that lets them more easily manipulate page design and integrate more graphical elements. "The new system not only gave us more capabilities," said **Michelle Psyhogeos**, assistant managing editor for production, "but the opportunity to reengineer and rethink how we do things."

To take advantage of the new system, last fall Executive Editor **John Dix**, Psyhogeos and News Editor **Paul Desmond** put in place a team system under which writers, artists and copy editors collaborate on the creation of *Network World*'s four technical sections.

Whereas in the past writers simply submitted stories and art ideas, now teams of writers, artists and copy desk members meet early in the week to decide how to best package section information. The same teaming concept is used in news for important breaking stories, resulting in interesting story angles and more appealing presentation.

While team members make suggestions pertaining to their areas of expertise, copy editors and art staff are also asked to come up with reporting angles whiles writers and copy editors are urged to contribute graphics ideas.

Rather than feel as if their territory has been invaded, the art department has welcomed the teambuilding concept. "Everyone has the capacity to be a good designer, but they need to be encouraged," said Deisgn Editor **Sue Champeny**. "Someone may have an idea but not know how to execute it. The idea becomes reality when someone else in the group with more technical knowledge knows what approach to take to get it done."

Though there was some initial resistance to the teambuilding concept, people now understand that their roles have to evolve. According to Dix, the small group meetings have made people less bashful about asking questions and making suggestions. The design is livelier, and the editorial has benefitted from new perspectives. On the downside, Dix said, "we have a lot of meetings now, but we're making them more productive and getting people in and out faster."

World Update

Network World's LAN team at work. (From left): Associate Design Editor Terri Mitchell, Copy Editor Jodi Cohen, Staff Writer Christine Burns and Senior Editor Skip MacAskill discuss this week's section. Senior Editor Caryn Gillooly, based in Virginia, participates via conference call.

Wanted: Your employee survey

Employee surveys are due back to Research Results by this Friday, Feb. 25. To date, survey returns are rolling in at a record rate and — with your help — it looks like we may well exceed last year's 70% response rate. However, in order to accurately reflect the opinions of all IDG employees, it is crucial that every employee fill out and return the survey.

Remember, your responses are completely anonymous and can dramatically effect positive change in your work environment. Please fill out those surveys and get them in the mail today! Any questions, please contact your local HR representative or Tom Mathews in Corporate Human Resources at 508-935-4710.

Address change

All mail and research for IDC Hungary should be sent to:

Zsolt Varkonyi
IDC Hungary
P.O Box 55
H-1364 Budapest, Hungary

IDG

HR Update

YOUR HUMAN RESOURCES NEWS SOURCE

JANUARY/FEBRUARY 1994

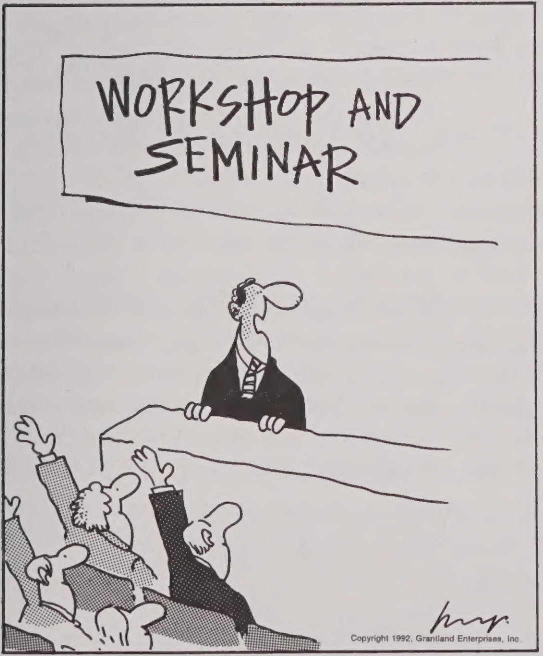
Make your professional development resolutions for '94!

By Theodora Guest, East Coast training coordinator

Do your 1994 goals include professional growth and development? The New Year provides an opportunity to reflect on achievements and developments while planning goals and contemplating dreams. IDG endorses "investing in people through training and development" and provides a variety of opportunities for such growth.

PUBLISHING EDUCATION

IDG Chairman **Pat McGovern** tells us that "the key to IDG's success in 1994 is the sharing of know-how." This concept is the foundation of the publishing programs. The objective is to help participants increase their contribution to the business by broadening their understanding of publishing. Examining each functional area results in a "whole-business" perspective.



"ANYBODY ELSE COME JUST FOR THE COOKIES?"

For senior executives, IDG offers an intense five-day Publishing Institute. Business unit presidents worldwide nominate participants for this annual publishing overview program. Presidents from the U.S. and abroad may also nominate mid-level and senior-level managers for the two- to three-day Management Publishing Institute (MPI). Three sessions of the MPI are scheduled in FY94.

INTERNATIONAL PROGRAMS

In an effort to expand IDG's knowledge of publishing and leverage publishing expertise worldwide, the European Publishing Institute (EPI) has been added to the training agenda in 1994. EPI is a three-day publishing overview scheduled for May 1994 in Vienna, Austria. Plans for the future include expanding publishing education to the Asia/Pacific region. The Global Fellowship Program is expected to launch this fall. Though still in its conceptual stage, this program will seek to leverage publishing knowledge throughout IDG's worldwide operations by facilitating short-term transfers.

SALES EDUCATION

The Sales Education Programs have been substantially redesigned and improved to fit the dynamic needs of our sales force for 1994. The Technology Trends Briefing Sessions (TTBS), Market Research Education and the Sales Skills Programs all offer targeted, one-day programs. TTBS features IDC analysts speaking on aspects of technology and market trends. There are also a number of resources available on technology issues such as subscriptions to *The Gray Sheet* from IDC, or customized telebriefings for targeted markets and/or publications. The Market Research Education includes "Research That Sells" (Simmons & IntelliQuest) integrating syndicated research with IDG research. IDG also offers: "Successful Selling Skills," "Letters that Sell" and "Creative Marketing Solutions." Sales managers may consider attending the "Sales Management Conference" scheduled for this spring.

FUNCTIONAL EDUCATION

The Sales Management Conference is one example of the functional education opportunities available at IDG. Employees in similar functions across IDG publications meet and, through the sharing of their knowledge, improve quality and synergy at a functional level. These meetings currently take place in the sales, marketing and research, circulation, editorial, finance and human resources areas.

EXECUTIVE EDUCATION

There are two Senior Executive Forums (SEF) planned for FY94: the SEF II for U.S. executives and the SEF Asia/Pacific for Asian and Pacific Rim executives. Last year, SEF was held in Munich, Ger-

- SEE BACK PAGE

Don't forget...

The IDG Employee Opinion Survey is an opportunity for you to help improve your work environment. Please complete your survey and return it to Research Results by Feb. 25. Thank you for your input!

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Training

- FROM FRONT

many for the European managers and IDG plans to expand the program into Latin and South America in FY95. These forums provide an educational opportunity for senior-level executives to share their knowledge, experience and ideas. The Individual Executive Development Program addresses executive growth needs through customized education. The Long Range Planning Preparedness Meeting, devoted to sharing knowledge, expertise and vision across IDG at the business unit president level, aims to develop better planning and create a methodology that will encourage customer focus.

REGIONAL PROGRAMS

On a regional level, IDG has the East Coast Collaborative Training Program and the IDG West Career Training & Development Program. These programs offer seminars to meet the management, professional, technical and wellness/personal development needs common to most business units. One example is the Publishing Process Overview (PPO), a half-day publishing education program offered to all employees by the East Coast Collaborative Training Program. Three successful sessions of the PPO have been held, with another two scheduled in April and September 1994. "Editorial Skills," the first program of its kind, has been designed to meet the specific needs of the editorial and art/design staffs of local IDG publications. "Editorial Skills" was held in February with modules on Writing & Editing, Interviewing & Reporting Techniques and Dynamic Design & Layout.

If your business unit participates in either of the collaborative programs, you are eligible to attend any seminar. Employees of non-participating units may attend programs on a chargeback basis. Please contact **Theo Guest** on the East Coast at 508-935-4766 or **Laurie Durlester** on the West Coast at 415-312-0594 for more details.

BUSINESS UNIT PROGRAMS

At the local level, many business units provide customized training. An example of such a program is IDC's "Lunchtime Lecture Series" covering skills and issues related to market research and analysis. IDG provides the "Lunchtime Speaker Series" for corporate employees interested in learning about the disciplines within the publishing units. Functional experts from various local IDG units share their expertise and experiences during these sessions.

OTHER IDG RESOURCES

Among other useful resources available at IDG is the Audio/Visual Library that features video and audio cassettes and diskettes to help you further your professional and technical development. The IDC Library offers books, periodicals, CD-ROMs, microfiche, an on-line service and company file information on many IT issues. An orientation to the library services may be arranged by calling IDC.

EXTERNAL OFFERINGS

To complement the extensive internal offerings, IDG supports several external training programs. Some popular publishing programs are the intensive two-week Stanford Communications and Marketing Workshops offered by the Stanford Publishing Program in California and the Magazine Publishing Program at the University of California/Berkeley Graduate School of Journalism. Another annual educational opportunity is the Folio Show, co-sponsored by *Folio Magazine* and Magazine Publishers of America. The show is intended to inspire, educate and entertain magazine publishing professionals. IDG Human Resources maintains extensive files on these and other outside training courses, universities and adult education programs.

If you are interested in a particular area or have questions about tuition reimbursement opportunities, contact your division's Human Resources representative or your local training coordinator.

With all the development opportunities available at IDG, professional development can be a part of your New Year's resolutions!

401(k) news

DID YOU KNOW THAT THE 401(K) LIMITS HAVE CHANGED FOR 1994?

In 1993, the maximum amount you were able to defer into your 401(k) account, through pre-tax payroll deductions was $8,994. The Internal Revenue Service has increased the limits effective Jan. 1, 1994. The maximum amount you may defer for 1994 is $9,240.

IDG employees have the opportunity to defer from 1% to 8% of base pay or total compensation to the 401(k) plan. With the recent addition of the Fidelity Asset Manager Fund, you may invest in any of the six mutual fund options.

If you have any questions, please contact your Human Resources representative.

IDG *HR Update*

Contributing writers
Theodora Guest
Tom Mathews

Coordinator
Kelly Lynch

Editors
Patricia Smith
Penny Winn

HR Update is a cooperative effort between the IDG HR Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA 01701; fax: (508) 935-4600.

IDG Job Opportunities Update

Monday, February 21, 1994

The *Job Opportunity Listing* will be published in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

CORRESPONDENT - MUNICH (IDG/NS)

The successful candidate will cover the key European IT markets from Munich. Daily and/or weekly news reporting experience is necessary. Individual must be fluent in German and have a broad understanding of the worldwide computer and communications industries. Specific knowledge of the European markets is preferred. Experience or familiarity with IDG's flagship weekly newspapers is necessary. Knowledge of other European languages a plus.

PRODUCTION ASSISTANT (CIO)

The individual in this position will be responsible for all aspects of production . Duties will include overseeing ad traffic through the final proofing at prepress. 2-3 years experience in magazine production required. Individual must be able to handle multiple tasks and communicate effectively with various departments and advertisers.

MANAGER, PROGRAM SERVICES (CIO)

CIO's Executive Programs Division is seeking a highly organized, detail oriented person to add to their staff. Responsibilities include coordinating and securing speakers, hosts and hotels for several events during the year. Candidate will assist with on-site support. Individual will also be responsible for financial tracking and proposal management. 1-3 years experience with meeting planning or equivalent industry required. Excellent coordination skills are necessary.

CLIENT SERVICES ASSOCIATE - INVESTMENT RESEARCH SERVICES (IDC)

The individual in this position will provide inquiry support, produce and write Welcome Letters, and work on special projects as needed. Candidate will work with IDG industry analysts covering all hi-tech segments.

PART-TIME LIBRARY ASSISTANT - WEST COAST (IDC)

Responsibilities in this position will include daily filing of press releases, product literature, magazines, newspapers, and financials. Duties will also include basic coding of company files and file maintenance. Candidate will assist the manager with cataloging the entire book and reference collection. Responsibilities will also include assisting with the technical processing of new books and materials. Individual will assist clients, photocopy and file magazine articles on a daily basis and provide phone coverage when needed.

PART-TIME SALES ASSISTANT - WEST COAST (NETWORK WORLD)

The individual in this position will support two Southern California Sales Representatives in the Irvine, CA. Regional Sales Office. Responsibilities include, sending out Media Kits, correspondence, administrative support and providing phone support.. Candidate should be able to work in a fast-paced sales office. Desire to learn advertising a plus.

SENIOR EDITOR / PERSONAL COMPUTING (CWPI)

The ideal candidate will report on the implementation and use of personal computers in large corporate environments. Individual will focus on the role of PC's in strategic information systems, selection of operating systems and applications programs. Four years of related reporting experience, plus two years at a computer publication is required.

SENIOR WRITER (INFOWORLD)

The candidate in this position will be responsible for writing technical features on client/server computing issues and analysis of articles on PC management. Individual should possess knowledge of PC hardware, software and networking issues. 5 years newspaper and/or magazine writing experience required.

ADVERTISING SALES ASSOCIATE - WEST COAST (MACWORLD)

The primary responsibility in this position will be to provide support to the Regional Manager and the Sales Account Manager. Duties will include all administrative functions of ad sales, office support and customer/client support. Excellent communication skills are required. Macintosh proficiency in MS Word, Excel and FileMaker Pro a must.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWPI/CWDD/IDG Boston/MSD	Susan Perry	(508)820-8160
	Louise Reed	(508)820-8162
NWW/*CIO*/IPS/IMS/ETA/	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
IDG Framingham/WEC/ FCW/IDC Gov't	Elaine Ouellette	(508)935-4605
	Brenda Thompson	(508)935-4531
List Services/Research Services/ LPC-PCW/IMS/ETA/Reg. Offices	Brenda Thompson	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PC World/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/NeXTWorld/*Publish*/SunWorld	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)349-4300
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0699
IDG Books/EMS/IDG ASIA	Carla Neumann	(415)312-0501

IDG Job Opportunities Update

February 21,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Office Assistant	Boston, MA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	B. Thompson	(508)935-4531
IDG	Int'l Ad Sales/Office Asst.	IMS, Framingham, MA	B. Thompson	(508)935-4531
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	List Sales Representative	Natick, MA	B. Thompson	(508)935-4531
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham,MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham,MA	L. Connolly	(508)935-4791
IDG/IPS	Assistant Editor	IDG Int"l. Pub Serv., Boston,MA	M. Cornetta	(508)935-4734
IDG/NS	Correspondent	IDG News Service, Munich, Germany	R. Garretson	(617)423-9030
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Admin. Assistant, ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4734
CIO	Production Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Manager, Program, Services	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	Desktop Video World, NH	M. Cornetta	(508)935-4734
NW	P/T Sales Assistant	Irvine, CA	J. Haws	(714)250-3006
IDC	P/T Library Assistant	Mountain View, MA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4311
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Copy Editor	Framingham, MA	D. MIller	(508)935-4133
CWPI	Sr. Editor/Personal Computing	Framingham, MA	S. Perry	(508)820-8161
CWPI	Sr. Editor/Midrange Systems	Framingham, MA	S. Perry	(508)820-8161
CWPI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160

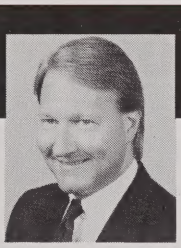
IDG Job Opportunities Update

February 21,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Senior Writer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Chief Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Enterprise Team Sys. Analyst	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	InfoWorld, Natick, MA	L. Schmid	(415)312-0669
IW	P/T Administrative Assistant	InfoWorld, San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Royalty Accountant	San Mateo, CA	M. VanFleet	(415)312-0635
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
PCW	Account Manager	PC World, San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	PC World, San Francisco,CA	G. Smith	(415)267-1790
PCW	Production Coordinator	Multimedia World, San Francisco, CA	C. Smukler	(415)974-7394
PCW	Director, Sales & Marketing	PC World, San Francisco,CA	J. Moody	(415-978-3289
PCW	Administrative Assistant	PC World, San Francisco,CA	K. Blaylock	(415)978-3275
PCW	Administrative Assistant	PC World, San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	PC World, Boston, MA	B. Thompson	(508)935-4531
PCW	Circ. Subscription Director	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	PC World, San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	PC World, San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Advertising Sales Associate	Macworld, Irvine, CA	N. Coy	(714)250-1307
MAC	Administrative Assistant	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Office Manager	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	Macworld, San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Manager	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	SunWorld, San Francisco, CA	M. Chappel	(415)267-1725
IMI	Account Representative	NeXTworld, San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	G. Smith	(415)286-2511
IFTW	Editorial Assistant	Electronic Ent. San Mateo, CA	B. Cataldo	(415)286-2558
IFTW	Systems Specialist	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Production Coordinator	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Eastern Reg. Account Mgr.	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546

On line

ASK JIM



Jim Martin, president of Macworld Communications, takes a turn as this week's guest columnist. (Part 2 of 2)

Q What is the significance of Apple's shift to the PowerPC? Could you briefly explain why Apple decided to move to a different processor?

A The most significant business decision Apple ever made was the decision to create and launch the Macintosh in 1984. A later and yet similarly momentous decision was to open the closed architecture of the original Macintosh when Apple introduced the Macintosh II in 1987. While each of these decisions was important to Apple at the time, they pale when compared to the transition to PowerPC. When the Macintosh was first introduced, Apple's sales were less than $1 billion and they had, of course, no installed base of users. Today, Apple's run rate is almost $10 billion annually and there are 12 million Macintosh users worldwide with a significant cluster of independent software vendors and independent hardware vendors who symbiotically count on Apple (including us). Therefore, the risks are compounded by the sheer size of the company today and the market it serves.

Frankly, Apple made the all-RISC decision because it is the only viable strategic move the company could make if it is to grow and prosper. All-RISC is a powerful technology and marketing message, giving Apple a unique selling proposition which it has lost with the institutionalization of its graphical user interface (via Windows) and the rapid drop in CPU pricing.

It is my personal belief that Apple will license its operating system to other personal computer manufacturers fairly soon, that PowerPC-based Macs to be announced this spring will run circles around Pentium-class products, and that Apple and authorized Mac clone vendors will enable Macintosh OS marketshare to grow from its 13% today to 20% by 1997.

Q Are you confident Apple's decision to invest in PowerPC will ensure its (and *Macworld*'s) future? How do you see *Macworld* evolving to provide coverage on this new platform?

A You bet I'm confident that Apple's strategy will be successful, although everyone in the Macintosh market understands that this transition is fraught with incredible risks. However, Apple has no choice but to move beyond CISC if it ever hopes to be operating as a viable company in the year 2000. I'm impressed by Michael Spindler's grasp of Apple's fundamental problems and with the steps he has taken so far to make Apple a more competitive, aggressive company.

With Apple's decision to license its operating system to other vendors, *Macworld*'s migration path will enable it to expand its coverage to include multivendor CPU products. Our fundamental focus then would center around the operating system and applications/usages which drive CPU sales, rather than relying simply on what microprocessor may reside inside. Our recent launch of the *Power PC World* newsletter is extremely strategic to our company as it enables us to move significantly beyond the Macintosh-centric model we currently employ, turn it into a magazine if customers demand it, and increase our horizontal growth as a company.

Q Rumor has it that you travel as much as anyone in the company. Can you describe your travel schedule?

A No one in the company travels as extensively as Pat McGovern and David Hill. Each of them logs over 250,000 miles per year and are far and away our champion frequent fliers.

In 1993, I flew about 200,000 miles and averaged one international trip per month, including two round-trips to Sydney, Australia within a few months of each other. Then, there are the visits to our customers here in the U.S. In a worldwide company like IDG, travel is something you fully expect to do if you wish to stay close to your colleagues and your customers. While it is difficult on one's home life, I do manage to take along my wife Susan to a few destinations during the course of each year as she thoroughly enjoys getting together with other IDGers. This goes a long way toward easing the burden of being away from home almost 65% of the time.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to **IDG World Update** *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

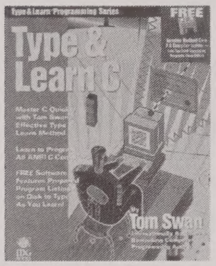
Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

IDG Books' Boston unit releases first titles

IDG Programmers Press, a division of IDG Books established last fall in Braintree, Mass., has released its first two titles.

Type and Learn C by Tom Swan ($34.95) relates directly to the division's mission to produce programming titles. Created as a fully integrated learning system for beginning programmers, the package includes a textbook on how to write code and a Turbo C++ compiler disk to help users start developing programs immediately.



The 1994 Internet White Pages by Seth Godin ($29.95), is the first printed directory of more than 100,000 users on the Internet. Previously, users had no easy way to look up the addresses of individuals on the Internet, particularly if they accessed it through an on-line service. Coupons worth $100 in on-line access to three major services are included in *White Pages*. The book will be updated quarterly; buyers will receive one free update.

Under the direction of Vice President/Publisher **Christopher Williams**, IDG Programmers Press works closely with the other two IDG Books offices. Executive Editor **Trudy Neuhaus** oversees the editorial program from acquiring manuscripts to binding books. She and Imprint Manager **Amy Pedersen** communicate with the production staff in Indianapolis, while Pedersen is primarily responsible for keeping marketing communication lines open between Braintree, Indianapolis and San Mateo.

IDG Programmers Press is located at 140 Wood Road, Suite 200, Braintree, Mass. 02184, telephone 617-849-0800, fax 617-849-0808.

In memory

MANUFACTURERS HANOVER
IDG
IDG COMMUNICATIONS
MANUFACTURERS HANOVER

An avid runner, Jay Boviard (top right) was responsible for organizing IDG's first team to compete in the 1989 Manufacturers Hanover road race (now known as the Chemical Corporate Challenge) in Boston.

Jay Boviard, corporate credit manager at IDG, died last Saturday at the Hospice of Mission Hill in Boston from a brain tumor, which he had battled for almost a year. He will be remembered as a tremendous manager and a great person by those who knew him, noted co-workers. He was 36 and is survived by his wife Judith and two children, Jeremy and Hallie.

Jay joined IDG in 1988 and quickly earned the respect of all who worked with him. "Running a credit department can be one of the most difficult jobs in a company," said **Ted Bloom**, IDG vice president/corporate controller, who spoke at the memorial service. "Jay earned the utmost respect from the business unit presidents with whom he worked and turned the department into one of the best run at IDG. He was just a wonderful person."

Following treatment after his initial diagnosis, Jay returned to work and continued to handle his responsibilities throughout his illness.

An avid runner, he enjoyed sharing his enthusiasm for the sport with fellow workers and could be found most lunch hours running the back roads near his Framingham office. He competed in numerous local races as well as the Falmouth Road Race on Cape Cod. He was also a member of the Greater Boston Track Club and a coach of his son's soccer team.

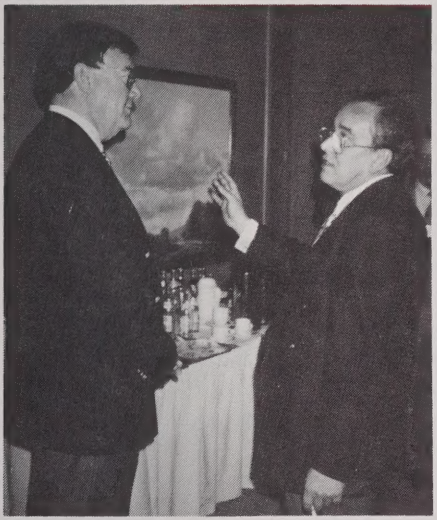
Jay was one of the first winners of the Corporate Star Award, which recognizes employees for their outstanding service, teamwork, achievement and job results. In his honor, the award will be renamed the Boviard Star Award. "Jay typified the qualities recognized by the award," noted **Martha Stephens**, vice president/corporate human resources. "It is entirely appropriate that this award carry his name."

In addition, the conference room at 5 Speen Street will be renamed the Boviard Conference Room, said Bloom.

"Jay was a tremendous asset to our company, and he will be sorely missed by all who were privileged to know him," said Bloom.

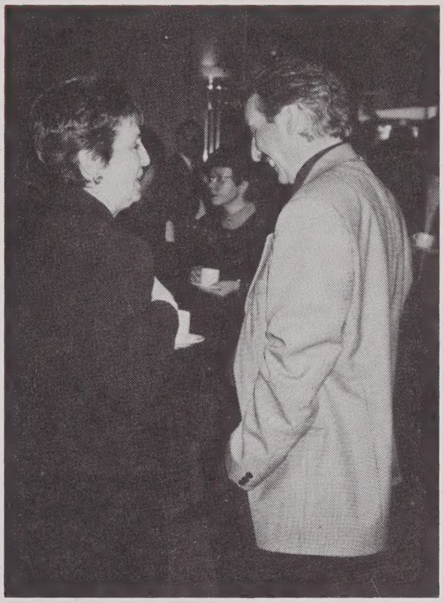
Oslo

-FROM PAGE 1

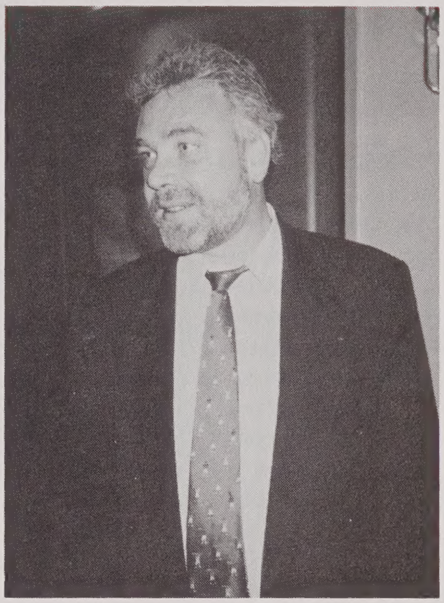


World Update photos

IDG Spain General Manager Paco Zabala makes a point to Pat McGovern during a break in the meeting.



IDG Vice President/Corporate Services Marion Kibbee shares a laugh with Swiss GM Gebhard Osterwalder.



***Computerwoche* Publisher Ralph Peter Rauchfuss was one of 25 European managers in attendance.**

of the company's current financial position. Also on the agenda were Computerworld President **Gary Beach** who discussed his company's fiscal turnaround; PC World President **Pat Kenealy** who provided an update on the PC World Global Product Support Center; and International Publishing Services President **David Hill**, who discussed the status of the Lotus Notes project, a joint effort of the IDG News Service and the Computerworld Global Product Support Center based in Norway that will improve delivery of the News Service.

Preben Engell, managing director at IDG Denmark, who has been working with Marketing Services Division President **Kelly Conlin** to evaluate the prospects for a European MSD, presented an update and chaired a group discussion. IDG Italy Managing Director **Brunello Bossi** lead attendees in a discussion of pan-European opportunities, which further increased interest for a quick start to MSD Europe.

Day two of the meeting was devoted to regional board meetings. European country managers meet three times per year with their review boards, made up of regional colleagues and one member of the Executive Committee.

Thanks to extraordinary advance planning by the staff of IDG Norway, a number of the visitors were able to attend Olympic opening ceremonies or a sports event during the first days of the Winter Olympics in Lillehammer. The planning by IDG Norway for the meeting began more than 18 months ago.

"You got to keep the customer satisfied, satisfied..."

-- *Singer/songwriter Paul Simon*

What tricks of the trade do you use to keep your current customers happy? *IDG World Update* is planning to publish a special issue on this topic in the next month or so. Tell us about customer service programs or policies that have been particularly effective for your division.

On the publishing side, how do you support a client who's already bought a 52x/year ad? In the expo world, what do you do for a vendor who signed a contract for booth space a year from now? At IDC, what do you do to ensure a CIS client will purchase those services again?

These are just a few of the angles we'd like to cover. Within the next few weeks, fax your suggestions to Penny Winn and Patricia Smith at 617-423-0712 or call us at 617-423-9030.

Postal note

Due to recent changes in German postal codes, please note the following changes for IDG Germany's main office.

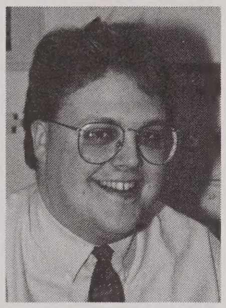
Street address:
Rheinstrasse 26-28
80803 Munich
Germany

Post box:
Postfach 40 01 29
D-80704 Munich
Germany

Noteworthy!

PROMOTIONS

Senior Writer **Skip MacAskill** has been named senior editor at *Network World.* Assistant Managing Editor Paul Desmond said the promotion recognized Skip's ability to consistently produce a mix of breaking news, trend and user stories. MacAskill joined *Network World* on the copy desk in 1991.

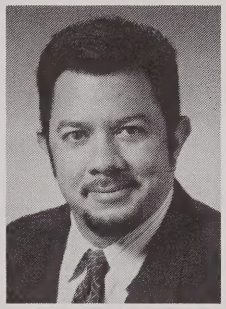


MacAskill

World Update

TRANSFER

Luis Camus, most recently assistant managing editor at *Macworld*, has accepted the post of managing editor at *PC World.* A prepress and desktop publishing expert, Camus has designed and managed publishing systems for a number of magazines, including *Macworld*, and has consulted with *Elle* and *Esquire*. His new responsibilities include supervising the editorial production process and investigating electronic publishing technologies to tighten editorial lead times.



Camus

PC World

NEW EMPLOYEES

Multimedia World's **Peter Stangel** is the advertising manager for the Northern California/Midwest region. He was previously a regional manager at *Windows User* and at one time worked in sales for *Computer Buying World.* Peter has a BS in business from St. John's University and spends his free time restoring his 1884 Victorian home and playing basketball.

* * *

Betsy Burroughs has been named vice president of marketing at *InfoWorld.* As president of her own ad agency she has consulted with *InfoWorld* since last July and developed the "Courage of Our Convictions" campaign. Betsy has a BA in English from the University of California at Davis and loves Paris.

Previously national sales director at Integrated Marketing Services, **Phil Branon** is *InfoWorld*'s new Northwest ad director. He has a BS in mathematics from the University of Vermont and enjoys running, basketball and coaching Little League baseball.

* * *

IDG PR Services Administrator **Liz Tinsley** is familiar with the IT business after spending more than a year as a librarian at Forrester Research. Most recently she was an assistant in the development office at the Society for the Preservation of New England Antiquities. Liz has a BA in history from Bradford College and enjoys scuba diving and cooking and is a member of the Massachusetts Archaeological Society.

Tinsley

World Update

* * *

Cathy Garland has signed on as a bookkeeper for IDG Framingham. She most recently did similar work part-time for an attorney's office. Cathy has an accounting certificate from the American Institute of Banking and is involved with the Holliston, Mass., Newcomer Club and the Holliston Elementary Parent Organization.

Garland

World Update

* * *

IDG Books Midwest welcomes two new employees. IS Assistant **Pamela Shelley** was previously an education representative for Lincoln Technical Institute. She is pursuing continuing studies at Indiana University/Purdue University at Indianapolis. Outside the office, Shelley is a freelance wedding photographer and volunteers for Indiana Cares, an HIV and AIDS education program.

Page Layout Technician **Chris Collins** most recently worked as a freelance copywriter. He has a BS in journalism and advertising from Ball State University and enjoys playing the guitar and studying pop culture and humor.

Out in San Mateo, IDG Books Office Assistant **Dennis Carl Marsh Jr.** is working with Office Manager Sheila Behravesh. He enjoys all sports.

* * *

Dan Crane is the new executive assistant to *Multimedia World*'s associate publisher and editor-in-chief. He has a BA in film and American Studies from Wesleyan University.

* * *

Nick Van Cleve has been hired as an administrative assistant in *PC World*'s advertising department. He has a BA in psychology from Colorado State University and lists digital imagery, Aikido and mountain biking among his interests.

* * *

Jennifer Swingle has been hired as a copy editor for IDC Framingham. She was previously a marketing assistant at MediSense Inc. Jennifer has a BA in communication from George Fox College and spends her free time horseback riding.

ETCETERA

Tom Kiely, senior editor for *CIO*, has been selected to be on Werle & Brimm's 1994 list of top 10 business journalists. The Chicago-based public relations firm's list is based on ratings submitted by PR executives who subscribe to Press Profiles, a media evaluation service started by W&B last year. Press Profiles has a database of more than 300 journalists. Criteria for the evaluation include accuracy, subject knowledge, interviewing skills, writing ability, balanced reporting and verifying information.

Chairman's Achiever winners named

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

Winner
Ann Nichols
Macworld

Runner-up
Marc Mikulich
IDG Books Worldwide

Runner-up
Mayumi Oyamada
Macworld Japan

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS

Diane Martin - CIO

FOURTEEN YEARS

Delia Quartey - InfoWorld

ELEVEN YEARS

Eric Bender - PCW/Lotus

TEN YEARS

Gérard Adamis - IDG France

NINE YEARS

Alain Paccagnella - IDG France

SEVEN YEARS

Mark Sullivan - IDC

SIX YEARS

Catherine Sukkarie - IDG France
Carole Plana - IDG France

FIVE YEARS

Graham Penn - IDC Australia
Joanne Pirnik - InfoWorld
Lucy Chaudhuri - IDC U.K.
Ann McCready - IDC

FOUR YEARS

Carolyn Chown - IDC Australia
Shirley French - InfoWorld
Ed Ramirez - Macworld
Setsuro Tamai - World Expo Japan
Nieves San Roman - IDG Spain
Pilar Tejero - IDG Spain
Letitia Clementi - IDG World Expo
Deborah Paul - IDG World Expo
Sharon O'Brien - Computerworld
Cheryl Davis - CIO
Kelly Stemp - IDG U.K.
Patricia Smith - IDG World Update

THREE YEARS

Bonnie Shishido - Macworld Japan
Russ Hoefer - Infotainment World
Russell Glitman - PC World
Isabelle Dumonteil - IDG France
Yves Guittard - IDG France
Alain Jaspart - IDG France

TWO YEARS

Carol Galea - IDC Australia
Paloma Duenas - IDG Spain
Jerónimo Mediavilla - IDG Spain
Christina Brioschi - IDG Italy
John Brillon - Computerworld
Wendy McClure - GITG
Kristin Miller - IDG
Johanna Rivard - TechMedia Pub.

ONE YEAR

Rhona Hamilton - Macworld
Regina Keung - Asia Computerworld
Marcia Newlin - Infotainment World
Diane Hacker - IDG Central Services
James Armstrong - Advanced Systems

Calendar 1 2 3

Latin American Managers Meeting
March 3-4
Ft. Lauderdale, Fla.

Latin American Computerworld Product Line Meeting
March 4-5
Ft. Lauderdale, Fla.

IDC Briefing Session
March 9
Hynes Convention Center
Boston, Mass.

CIO Perspectives Series
"Re-Visioning IT: Achieving an Enterprise Perspective"
March 13-16
Hyatt Grand Cypress
Orlando, Fla.

IDG Publishing Institute
March 20-24
Babson College
Wellesley, Mass.

UniForum
March 21-25
Moscone Convention Center
San Francisco, Calif.

Computerworld Expo
March 23-25
Ellerslie Racecourse
Auckland, New Zealand

IDG Long Range Planning Meeting
March 24-26
Babson College
Wellesley, Mass.

IDC Briefing Session
March 31
The Fairmont Hotel
San Jose, Calif.

Asian Computerworld Product Line Meeting
April 7-9
Hong Kong

Do-er's profile

Lisa Ryan-Bonfantino

HOME: Boston, Mass.

PROFESSION: Business Administrator, IDG International Publishing Services

JOINED IDG: June 1993

BEST PART OF YOUR JOB: Working with so many people from all around the world.

OUTSIDE INTERESTS: Cross-country skiing, hiking, pottery

IF YOU WERE INDEPENDENTLY WEALTHY: I'd travel all over the world and take my friends and family with me.

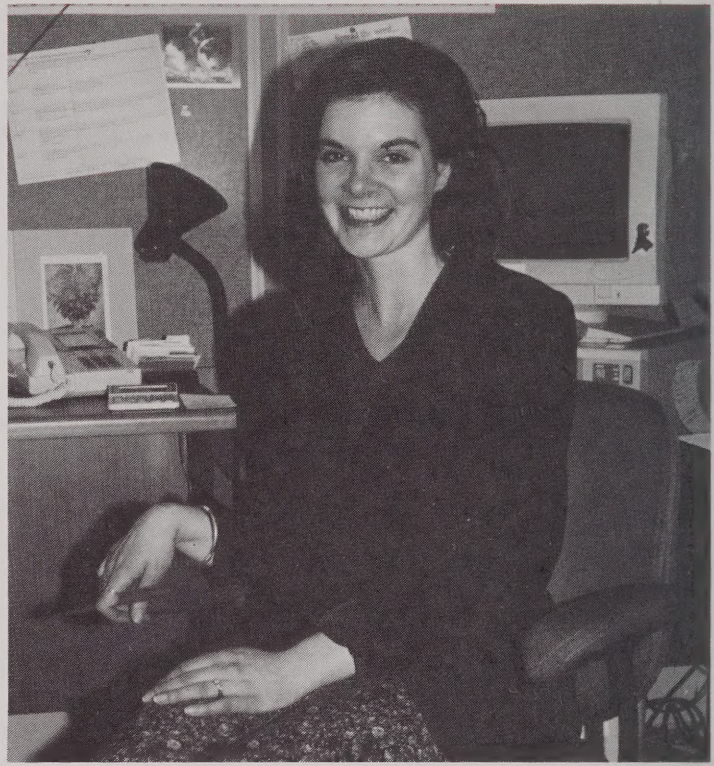
THREE ITEMS YOU'D BUY ON A LIMITLESS SPENDING SPREE: A house on a lake in the mountains, a helicopter and a whole new wardrobe.

IF YOU COULD SPEND ONE DAY WITH ANYONE FROM HISTORY, WHO WOULD IT BE? Picasso

FAVORITE MOVIE: "It's a Wonderful Life"

WHERE WOULD YOU LIKE TO GO THAT YOU'VE NEVER BEEN? Argentina, where my husband is from.

THE ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE: My photo albums.



World Update

WHAT'S THE ONE THING IN LIFE YOU HAVEN'T DONE THAT YOU WISH YOU HAD? Learned to play the piano.

SIX PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Virginia Woolf, John Lennon, Audrey Hepburn, Geoffrey Chaucer and my grandfather and grandmother.

MANAGER'S PROFILE: "Since joining IPS Lisa has streamlined our annual budgeting process, orchestrated an office move, served as an IS troubleshooter and overseen the installation and debugging of our office voice mail system, to name just a few tasks. She's also now involved in supporting our international licensing effort. Those are a lot of accomplishments in only nine months — and she's also a pleasant person to have as a colleague."

- Tim Clarke, vice president of licensing/administration

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, , 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

The results are in: Reader survey targets areas for change
- PAGE 2

IDG PR Service enjoys growing popularity
- PAGE 4

Worldwide business units top FY94 first-quarter goals
- PAGE 5

IDG *World Update*

VOLUME 24, NUMBER 9

FEBRUARY 28, 1994

CW's share of recruitment ads hits all-time high

Computerworld's historically dominant share of the information systems recruitment advertising market rose to new heights in 1993 and shows no sign of diminishing in 1994.

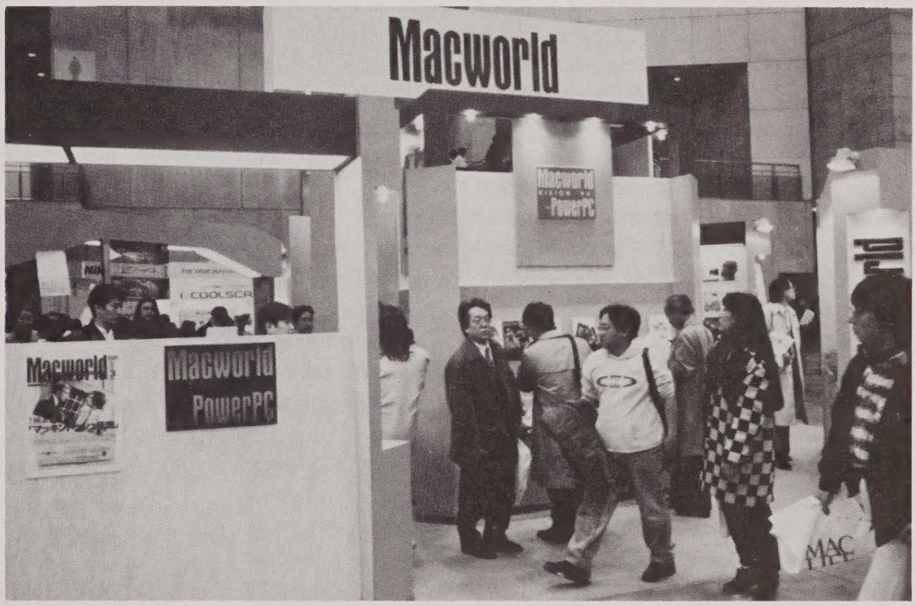
At the end of the last fiscal year, *CW* led the field with a 90.6% share of market; *Datamation* trailed with 7.2% and *PC Week* was third at 2.2%. In the first quarter of FY94, *CW*'s share climbed to 95% and settled at 93.3% by January.

"Clearly, recruitment advertisers see utility, responsiveness and a high quantity of qualified candidates when they use the Career pages of *Computerworld*," said *CW* Vice President/Classified Advertising **John Corrigan**.

Many factors are responsible for *CW*'s recruitment advertising dominance. According to Corrigan, "It's a combination of the staff's professionalism and willingness to spend lots of volunteer time making presentations to industry associations like the DPMA [Data Processing Management Association] to build *CW*'s visibility as well as working closely with clients to help them create advertising that draws a response."

-SEE PAGE 6

MACWORLD Expo highlights Mac's soaring popularity in Japan



David Kellar

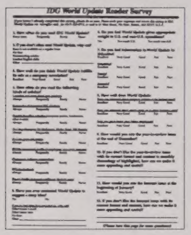
With the PowerPC making its official Japanese debut at MACWORLD Expo/Tokyo, *Macworld Japan* chose to use the show as the launching pad for its new monthly supplement *PowerPC World*.

With a record 112,697 attendees pouring through its doors earlier this month, MACWORLD Expo/Tokyo remains the largest MACWORLD Expo in the world. Now in its fourth year, MACWORLD Expo/Tokyo's success mirrors the phenomenal gains made by Apple Computer in the Japanese market.

According to IDC Japan, Apple, which currently commands a 13% share of the local market, is the clear growth leader with unit sales growth of over 75% compared against last year. In a country where NEC's marketshare stranglehold has for the first time fallen to 49%, "Apple has

-SEE PAGE 5

A message from the publisher



Like every other IDG publication, *World Update* surveys its readers. Our reader survey was included with two issues in January. We want to share the results of the survey, give you a few explanations of what we are doing, and seek your continued input.

For the second year in a row, the Off line cartoon topped all challengers as the most-read feature in *World Update*. We try not to take this as a reflection on our more serious coverage!

In second place by only a small margin were the On line columns of **Pat McGovern**, **Walter Boyd** and **Bill Murphy**. Your answers make it clear that you still eagerly look to the wisdom of these three IDG veterans to help chart the course in your own business units.

Over all, 84% of survey respondents said they read every issue of *World Update*. This is an increase of four points from last year's survey. Some 81% of you said *World Update* does an Excellent or Very Good job of fulfilling its role as a company newsletter. Among the most popular features after cartoons and Ask Pat were news of launches and new products, Do-er's Profiles and summaries of important IDG meetings.

More than three quarters of you felt the writing in *World Update* was Excellent or Very Good. Sixty-seven percent thought the timeliness was Excellent or Very Good, and 78% gave Excellent or Very Good ratings to our accuracy.

In rating our various special issues, you listed the annual Year in Review issue as the best, followed by the January Forecast issue and the issue on 141 Ways to Boost Your Bottom Line.

Many of our readers also took the time to tell us things they were unhappy about or to make other suggestions. We appreciate this every bit as much as the compliments. Here are a few of the comments and our responses.

☑ **Include more non-U.S. "Noteworthy" items.** We would be happy to. Simply send us the relevant information (name, current title, previous position and company name, outline current responsibilities and list your outside interests if you'd like to). Photos are always welcome and can be returned upon request.

☑ **People in my business unit never appear in the anniversary listing.** No one has a master list of IDG employees worldwide. It is the responsibility of each business unit to supply anniversary information to *Update*. If you aren't represented, appoint one person from the business unit to send us a list of employees and their dates of hire each month.

☑ **Please include more international news.** We'd love to! We try hard to stay on top of what's going on around the world, but we need your help. Don't be shy. You don't have to write the entire article yourself; just give us the ideas and we'll work with you to get it done.

☑ **Please try and solicit more stories from employees.** We would like nothing better than to have our phone (617-423-9030) and fax (617-423-0712) ringing off the hook! Let us know about your story suggestions, be they news or features.

☑ **The design looks very dry; difficult to get into.** We've vowed to include more sidebars, fact boxes and other devices to make the reading more interesting. We're also planning to introduce a small redesign this spring.

☑ **More people news and articles on employees' off-site activities.** Consider it done! We have a list of potential profiles and would like to get more suggestions from all of you.

☑ **Limit the On line columns to Pat, Walter and Bill.** These three feel strongly that other people should have a chance in the column as well. This column is only as good as you make it. Please forward your questions anonymously via coupon, mail or fax. We guarantee never to reveal who asked the question.

Thanks for all your suggestions. *IDG World Update* is your publication. Tell us what you need and help us share the knowledge. Keep in touch!

David F. Hill

David F. Hill, publisher

IDG Taiwan closes *Global Computer Express*

IDG Taiwan announced in early January that it had ceased publishing *Global Computer Express*. The monthly magazine, which targeted European importers of information technology from Asian countries, debuted in October 1992.

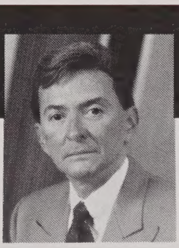
Though it got off to a promising start, *Global Computer Express* was up against difficult market conditions, the most significant of which was the recession in Europe. European volume buyers will still be able to rely on IDG to keep up with the latest products from Asian vendors since, as IDG Vice President/Corporate Controller **Ted Bloom** noted, "*GCE*'s target market was a segment of the industry we already cover in different ways."

Most members of *GCE*'s small staff have found jobs with *PC World Taiwan* or *Computerworld Taiwan*. One editor, **Terho Uimonen**, has signed on with the IDG News Service in the newly created post of Taiwan correspondent.

Jack Wang, formerly general manager of *Global Computer Express*, has been appointed general manager of IDG Taiwan.

On line

ASK WALTER



*IDG President **Walter Boyd** takes a turn as this week's columnist.*

Q Why are we pitting *Multimedia World* against *Electronic Entertainment*?

A I have to say that this is a rather strong and totally incorrect way to characterize our support of both *Multimedia World* and *Electronic Entertainment*. In our highly decentralized environment we encourage each and every operating group to approach whatever markets they like in a way that they individually feel can best serve advertisers and readers.

Having studied both business plans in some detail and having been involved in numerous discussions about the multimedia marketplace, I see no reason to not have both publications as an integral part of IDG's overall strategy to cover this emerging and important market. Each publication has a very clear editorial mission statement indicating that both are aiming at a completely different editorial product and audience.

And as this market is so new and changing so rapidly it makes great sense to cover as many bases as possible with different products. One should keep in mind that many of our other publications are also covering this area in great detail but, again, couched in a way to serve a specific market segment.

Q Do you expect to see any changes occuring at Ziff-Davis as a result of ex-IDGer Eric Hippeau taking over as CEO?

A I think it goes without saying that any new CEO will leave a distinctive imprint on a company, but I would venture to say that the same basic Ziff-Davis style will remain very much intact, at least for the short to medium term. Even though Bill Ziff has officially retired, I find it hard to believe he is not still the power behind the throne, especially with two sons rapidly climbing the corporate ladder.

From my personal experiences with Eric, I would rate him autocratic in style and basically quite intolerant, so from this standpoint there could indeed be some rather dramatic personnel changes in the future. But, again, who knows what kind of restraints may or may not be in place.

Q A recent article in *Folio* magazine called Ziff-Davis Publishing the unchallenged leader in publishing computer magazines in the U.S. I'm confused. The IDG tag line says that we are the leading provider of information on IT. What's the real story?

A Good question! I assume that Ziff-Davis bases their claim for leadership in the information technology arena on advertising revenues which, I believe, for 1993 were around $480 million. While this is a very large amount they are still, by this yardstick, behind the IDG revenue figures for the same period.

And IDG is unquestionably the leader in terms of the number of markets that we serve. We are in more countries with more titles and have far greater readership reach than do the Ziff-Davis books. Outside of the U.S. they have very few wholly owned publications (none of which are market leaders). They also have a number of licensing deals but, again, not nearly as many as IDG.

It is also worth noting that IDG also maintains the leadership position over Ziff-Davis in non-magazine/periodical publishing in such areas as expositions, books and market research. All in all, I think it would be a very hard case to prove that Ziff-Davis is the leader. They do try hard and have a very active public relations push that always refers to them as the leader but we all know who the real leader is — IDG.

Q What ever happened to IDG's experiment with teleconferencing? As I recall, we were testing a system from PictureTel last summer.

A We did indeed test the PictureTel system for six months last year. Our trial connected Boston, Framingham and San Francisco. The system was used for a variety of primarily internal meetings and while we found it to be reasonably effective it certainly had a number of drawbacks and, in my opinion, did not come close to replacing face-to-face meetings.

I found that the system tended to make people feel rather self-conscious and did not allow for the kind of rapid-fire exchanges that we normally have in traditional meetings. I would assume that as the technology improves (and becomes less costly) we'll try it again.

Q If our aim is to increase communication among our worldwide offices and leverage our worldwide presence, why has IDG been unwilling to invest in a worldwide IT infrastructure that would facilitate this information sharing better than our current GE system does? Most other nearly-$1 billion companies seem to have bitten this particular bullet, why not us?

A Very honestly, we just don't see the need to independently develop a multi-million dollar communications system as the vast majority of our needs are being met with the current system and planned upgrades. Also there is the matter of size. Many of our off-shore markets are quite small and couldn't support their share of the development, implementation and operating costs an independently developed communications system would demand.

All in all, I think we do a much better than average job in communicating between our various operating units and are always improving our capabilities through the use of new systems and techniques offered by various IT vendors around the world.

IDG PR Service attracts growing audience

The IDG PR Service recently logged the highest-revenue month in its three-and-a-half-year history. "January was a very good month for us," said Sales Manager **Ted McNulty**, who joined the service five months ago from *Computerworld*. "The PR Service is really catching on as more and more vendors realize the importance of targeting the international media with their PR efforts. Our service offers vendors a way to instantly send their press releases directly to the computers of IDG's 800 editors around the world. Through the PR Service, companies can enhance their global visibility through media coverage for less than the cost of a single mailing."

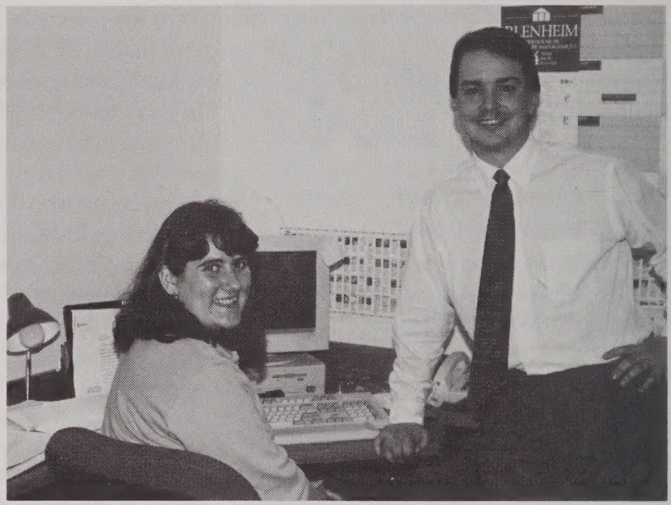
Launched in October 1990 in response to requests from overseas offices hoping to receive press releases from the U.S. in a more timely fashion, the PR Service currently offers IDG editors access to an average of 75 releases a week via its on line database on the GE BusinessTalk system.

According to **Liz Tinsley**, PR Service administrator, the service allows editors, analysts or sales people to quickly find out about the latest product announcements without sorting through a pile of mail. "It's a great time saver and really cuts down on the paper trail," she said. To help avoid the costs associated with logging into the system to scan headlines online, Tinsley is currently faxing a list of headlines to almost 100 IDG editors on a daily basis. Anyone then wishing to read the full text of the release can simply log in and download it. Each release is stored on line for 30 days.

COOPERATIVE ARRANGEMENTS

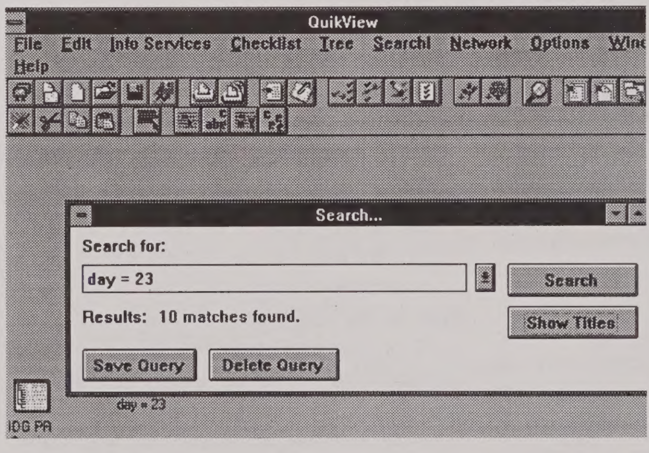
Recently McNulty has been exploring ways to work with other business units to promote the PR Service. To date, deals have been signed with IDG World Expo and *Network World*. Under terms of the World Expo deal, show exhibitors are given discounted access to the PR Service and revenue is split between World Expo and the PR Service. The program got a successful tryout at last month's ComNet and will be used again during the upcoming UniForum in March.

At *Network World*, sales people may offer advertisers access to the PR Service as one element of the company's extensive merchandising program. *Network World* pays the PR Service a discounted rate for any releases run. "Both of these arrangements highlight how the PR service can be used as a 'value-added' service that can help other IDG business units forge closer ties with their customers," said McNulty. "We are very interested in pursuing similar merchandising arrangements with other interested IDG companies."


World Update

Liz Tinsley and Ted McNulty are the people behind IDG's thriving PR Service.

The service plans to launch a marketing campaign in March that will include an ad in *Marketing Computers* as well as a direct mail campaign. As an incentive to vendors, McNulty is offering a booklet tailored specifically for the IDG PR Service on how to conduct an effective PR campaign. "We've solicited input from a number of IDG editors, including **Bill Laberis**, **Steve Ireland**, **Don Tennant**, **Rob Garretson** and **John Gallant**, and combined their ideas with information from other sources to create a booklet on how to implement a successful PR strategy. We did it to help our clients succeed in getting the editors' attention and to help our editors receive information from our clients in a format they prefer — everybody wins," said McNulty.



Search for: day = 23

Results: 10 matches found.

After opening the PR Service icon, users will see a screen similar to this. To access all the press releases sent on a given day, type: day = XX. For example, in the above diagram, the user has typed day = 23. This will bring up a list of all the releases sent on the 23rd of the current month. In the above example, 10 releases were found. Alternatively, a key word search will locate all releases containing that particular word. To find all releases mentioning IBM, type: IBM. To find all releases mentioning IBM but not PCs, type: IBM not PC.

IDG Job Opportunities Update

Monday, February 28, 1994

ADMINISTRATIVE ASSISTANT - INVESTMENT RESEARCH SERVICES (IDC)

The individual in this position will provide assistance to the IDC Investment Research Service staff in servicing client inquiries, coordinating research mailings, and providing general administrative support. This position requires an articulate, organized individual (attention to detail is a must). Knowledge of both Macintosh and IBM Compatibles is required. Familiarity with Microsoft Word and Excel for the Mac is necessary. Office experience preferred.

LAN EDITOR (IW)

Candidate must have at least three years experience as an editor for a computer publication. Strong technical editing skills and experience with Novell NetWare and other PC networking products required. Must be able to meet weekly deadlines.

HUMAN RESOURCES REPRESENTATIVE (MACWORLD)

The ideal candidate will be responsible for HRIS, benefits communications, employee relations, recruiting, payroll reporting and the development of employee programs. Individual will report to the HR Director.

IDG Job Opportunities

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Office Assistant	Boston, MA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	B. Thompson	(508)935-4531
IDG	Int'l Ad Sales/Office Asst.	IMS, Framingham, MA	B. Thompson	(508)935-4531
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	List Sales Representative	Natick, MA	B. Thompson	(508)935-4531
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham,MA	B. Thompson	(508)935-4531
IDG	Sr. Human Resources Rep.	Framingham,MA	L. Connolly	(508)935-4791
IDG/IPS	Assistant Editor	IDG Int"l. Pub Serv., Boston,MA	M. Cornetta	(508)935-4734
IDG/NS	Correspondent	IDG News Service, Munich, Germany	R. Garretson	(617)423-9030
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4734
WEC	Asst. Show Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Admin. Assistant, ComNet	Framingham, MA	B. Thompson	(508)935-4734
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4734
CIO	Production Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Manager, Program, Services	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	Desktop Video World, NH	M. Cornetta	(508)935-4734
NW	P/T Sales Assistant	Irvine, CA	J. Haws	(714)250-3006
IDC	Administrative Assistant/IRS	Framingham, MA	D. Miller	(508)935-4311
IDC	P/T Library Assistant	Mountain View, MA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4311
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361

IDG Job Opportunities

Division	Title	Location	Contact Mgr.	Phone
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Copy Editor	Framingham, MA	D. MIller	(508)935-4133
CWPI	Sr. Editor/Personal Computing	Framingham, MA	S. Perry	(508)820-8161
CWPI	Sr. Editor/Midrange Systems	Framingham, MA	S. Perry	(508)820-8161
CWPI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
IW	LAN Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Writer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Enterprise Team Sys. Analyst	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	InfoWorld, Natick, MA	L. Schmid	(415)312-0669
IW	P/T Administrative Assistant	InfoWorld, San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter	InfoWorld, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Royalty Accountant	San Mateo, CA	M. VanFleet	(415)312-0635
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
PCW	Account Manager	PC World, San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	PC World, San Francisco,CA	G. Smith	(415)267-1790
PCW	Production Coordinator	Multimedia World, San Francisco, CA	C. Smukler	(415)974-7394
PCW	Director, Sales & Marketing	PC World, San Francisco,CA	J. Moody	(415-978-3289
PCW	Administrative Assistant	PC World, San Francisco,CA	K. Blaylock	(415)978-3275
PCW	Administrative Assistant	PC World, San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	PC World, Boston, MA	B. Thompson	(508)935-4531
PCW	Circ. Subscription Director	PC World, San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	PC World, San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	PC World, San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Human Resources Rep.	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Advertising Sales Associate	Macworld, Irvine, CA	N. Coy	(714)250-1307
MAC	Administrative Assistant	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Office Manager	Macworld, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	Macworld, San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Manager	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	SunWorld, San Francisco, CA	M. Chappel	(415)267-1725
IMI	Account Representative	NeXTworld, San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	G. Smith	(415)286-2511
IFTW	Editorial Assistant	Electronic Ent. San Mateo, CA	B. Cataldo	(415)286-2558
IFTW	Systems Specialist	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Production Coordinator	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Eastern Reg. Account Mgr.	Infotainment World, New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	Infotainment World, San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	Infotainment World, San Mateo, CA	C. Yam	(415)286-2546

IDG West Career Training & Development Program

Courses offered for March, April & May

For East Coast Listings see Reverse

Management Development

Course	Date	Time	Location
IDG Finances	Monday, March 7	9:00 am - 12:00 pm	**South S. F. Conference Ctr.** 255 S. Airport Blvd. S. San Francisco, CA
How to Overcome the Temptation to do Everything Yourself: Delegation Techniques	Tuesday, April 5	8:30 am - 5:00 pm	**South S. F. Conference Ctr.**
Interviewing and Selecting Employees	Tuesday, April 19	8:30 am - 12:30 pm	**South S. F. Conference Ctr.**
What Do Managers Do?	Monday, May 2	11:30 am - 2:00 pm	**PC World** 501 Second Street San Francisco, CA
What Do Managers Do?	Monday, May 2	11:30 am - 2:00 pm	**InfoWorld** 155 Bovet Road, Suite 800 San Mateo, CA

Professional Development

Course	Date	Time	Location
Presentation Skills (Basic)	Monday, March 14	8:30 am - 12:30 pm	**InfoWorld** 155 Bovet Road, Suite 800 San Mateo, CA
Presentation Skills (Advanced)	Monday, March 14	1:00 pm - 5:00 pm	**InfoWorld**
Stress Management Part I	Monday, April 11	11:30 am - 2:00 pm	**InfoWorld**
Stress Management Part II	Monday, April 18	11:30 am - 2:00 pm	**InfoWorld**
Quality Customer Service Inside the Business	Tuesday, May 17	8:30 am - 12:30 pm	**China Basin Landing** 185 Berry St., Ste. 6440 San Francisco

Technical Development

Course	Date	Time	Location
PageMaker for the Mac (Basic)	Tuesday, March 1	9:00 am - 5:00 pm	**Computer Resource Center** 1065 E. Hillsdale Blvd. Ste. 404 Foster City, CA
Quark XPress (Advanced)	Tuesday, March 8	9:00 am - 5:00 pm	**Ciber Training-*New Address!*** 74 New Montgomery Street Penthouse Suite San Francisco, CA
Quark XPress (Basic)	Monday, March 14	9:00 am - 4:00 pm	**Computer Resource Center**
Aldus Persuasion for the Mac (Basic)	Monday, March 21	9:00 am - 5:00 pm	**Computer Resource Center**
Windows (Intermediate)	Tuesday, March 22	8:30 am - 12:30 pm	**Ciber Training**
Microsoft Word for Windows (Basic)	Wednesday, April 6	8:30 am - 12:30 pm	**Computer Resource Center**
Microsoft Windows (Advanced)	Wednesday, April 13	8:30 am - 12:30 pm	**Computer Resource Center**
Microsoft Windows (Basic)	Wednesday, April 20	8:30 am - 12:30 pm	**Ciber Training**
Filemaker for Windows (Basic)	Wednesday, April 27	8:30 am - 12:30 pm	**Ciber Training**
Illustrator for the Mac (Basic)	Wednesday, May 18	9:00 am - 4:00 pm	**Ciber Training**

Look for the new training booklet in your mail-box mid March!
For further information, contact Laurie Durlester at (415) 312-0594

Management / Professional / Technical Development Programs

East Coast Collaborative Training Program

Courses offered for March, April & May

For West Coast Listings see Reverse

Management Development

Course	Date	Time	Location
The Reasonable Workplace	Tuesday, March 15	9:00 am - 1:00 pm	IDC Boardroom A, 4th Flr.
Interviewing Skills: Hire Right!	Tuesday, April 12	9:00 am - 4:00 pm	IDC Boardroom B, 4th Flr.
Leadership	Tuesday, April 19	9:00 am - 5:00 pm	IDC Boardroom B, 4th Flr.
Finance, Budgeting & Accounting at IDG	Tuesday, May 3	9:00 am - 12:00 pm	IDG Tax Conf. Rm., 3rd Flr.
How To Be a Successful Manager at IDG	Wednesday, May 18	9:00 am - 1:00 pm	IDC Boardroom B, 4th Flr.

Professional Programs

Course	Date	Time	Location
Write to the Top: Adv. Business, Research & Technical Writing	March 21 (full day) & 22 (Conferences)	9:00 am - 4:00 pm	IDC Boardroom B, 4th Flr.
Publishing Process Overview	Wednesday, April 6	8:30 am - 1:15 pm	IDC Boardrooms A&B, 4th Flr.
Improving Customer Satisfaction	Wednesday, April 13	9:00 am - 5:00 pm	IDC Boardroom A, 4th Flr.

Wellness and Personal Development Programs

Course	Date	Time	Location
Blood Pressure & Cholesterol Screen	Monday, April 11	1:00 pm - 6:00 pm	CWPI Boardroom, 2nd Flr.
Personal Financial Management in the 90's	Tuesday, April 12	10:00 am - 12:00 pm	CWPI Boardroom, 2nd Flr.
Infant / Child CPR Recertification	Wednesday, May 4	1:00 pm - 4:00 pm	IDG HR Conf. Rm., 3rd Flr.

Technical Programs

Executrain Inc -- PC Courses

Course	Date	Time	Location
Windows 3.1	Monday, March 28	1 day (8:30 am - 4:30 pm)	Framingham
Lotus 1-2-3 / Windows 4.0	Friday, March 11	1 day (8:30 am - 4:30 pm)	Boston
Beg. Lotus 1-2-3	Friday, March 11	1 day (8:30 am - 4:30 pm)	Framingham
Beg. Excel 4.0	Thursday, March 24	1 day (8:30 am - 4:30 pm)	Framingham
Excel 4.0 Graphs/Database (Interm.)	Monday, March 21	1 day (8:30 am - 4:30 pm)	Framingham
Advanced Excel	Wednesday, March 30	1 day (8:30 am - 4:30 pm)	Boston
Word for Windows	Thursday, March 31	1 day (8:30 am - 4:30 pm)	Framingham
Intermed. Word for Windows	Friday, March 25	1 day (8:30 am - 4:30 pm)	Framingham
Beg. WordPerfect 5.1	Friday, March 25	1 day (8:30 am - 4:30 pm)	Framingham

Professional Development Group Inc. (PDG) -- Macintosh Courses

Intro to the Macintosh	Friday, April 11	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Excel	Mon. & Tues., April 18-19	2 day (9:00 am - 5:00 pm)	Framingham
Intermediate Excel	Tuesday, March 22	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Microsoft Project	Tues. & Wed., March 8-9	2 day (9:00 am - 5:00 pm)	Framingham
Intro to Microsoft Word	Tuesday, April 12	1 day (9:00 am - 5:00 pm)	Framingham
Intermediate Microsoft Word	Wednesday, April 20	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Filemaker Pro	Wed. & Thurs., April 13-14	2 day (9:00 am - 5:00 pm)	Framingham

TechComputer Inc. -- Macintosh Courses: Desktop Publishing & Multimedia.

DeltaGraph	Monday, May 9	1 day program	Cambridge
Freehand (Day 1, 2)	Friday, April 8 & 15	2 day program	Cambridge
Illustrator (Day 1, 2, 3)	Thursday, April 7, 14 & 21	3 day program	Cambridge
PageMaker (Day 1, 2, 3)	Monday, April 25, May 2 & 9	3 day program	Cambridge
Photoshop (Day 1, 2, 3)	Tuesday, May 24, 31 & June 7	3 day program	Cambridge
QuarkXPress (Day 1, 2, 3, 4)	Friday, April 22, 29, May 6 & 13	4 day program	Cambridge

Call Theo Guest at (508)935-4766 to register or for details on other technical courses, locations, and dates.
IDC and IDG are located at 5 Speen Street, Framingham, MA 01701
Computerworld is located at 375 Cochituate Road, Framingham, MA 01701

Management / Professional / Wellness / Technical Programs

Business units achieve goals for first-quarter '94

Congratulations to the following IDG business units that have equaled or exceeded plan for the first quarter of FY94.

United States

CIO
Connell Communications
CW Publishing
Federal Computer Week
IDC U.S.
IDG Books
Infotainment World
InfoWorld
Macworld
NeXTWORLD
PCW Communications
• PC World
• Lotus Ancillary Products
• Multimedia World
• On-Line Services
SunWorld
Tech Media

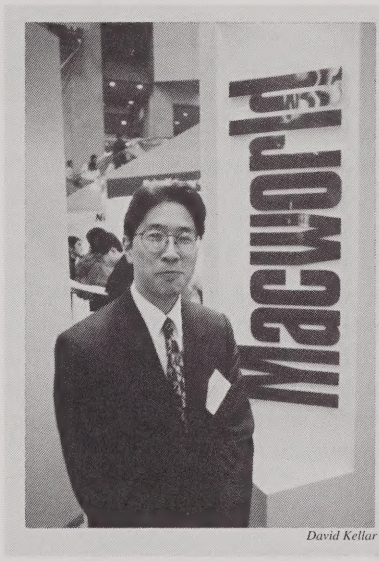
International

IDG/CI Argentina
IDG/CI Brazil
IDG/CI China Computerworld
IDG/CI Czech Republic
IDG/CI France
IDG/CI Germany Computerwoche
IDG/CI Germany Magazines
IDG/CI Hungary
IDG/CI Japan
IDG/CI New Zealand
IDG/CI Poland
IDG/CI Spain
IDG/CI Switzerland
IDG/CI Taiwan
IDG/CI Venezuela
IDC Australia
IDC China/Hong Kong
IDC France
IDC Italy
IDC Scandinavia

Macworld

- FROM PAGE 1

risen to become the clear No. 2 personal computer maker, with more than double the market share of its closet rival," noted Macworld Communications Japan President **David Ushijima**.



David Kellar

> ***"Apple has risen to become the clear No. 2 personal computer maker [in Japan] with more than double the market share of its closest rival."***
>
> **- David Ushijima, president, Macworld Communications Japan**

The show, which ran Feb. 17-19, attracted 303 companies, 142 of which were first-time exhibitors. Apple Computer used the occasion to introduce show-goers to its new PowerPC series as well as an assortment of new system software and Macintosh peripherals.

To mark the Macintosh's first decade, *Macworld Japan* created a special anniversary issue and a CD-ROM that featured QuickTime interviews with Macintosh and personal computer pioneers such as Bill Atkinson, Alan Kay, Steve Wozniak and Douglas Englebart. The CD featured some of the first videotaped demonstrations of Englebart's mouse and the Xerox Palo Alto Research Center. By the show's end, all but 30 of the entire print run of 3,000 CD-ROMs had been sold.

Macworld
japan
3
検証
「マッキントッシュ伝説」
MACWORLD Expo '94
San Francisco&Tokyo

***Macworld* unveiled its new look at the expo and created a special edition to honor the Mac's 10th anniversary.**

Macworld also launched *PowerPC World* as a regular supplement to the magazine. Free copies were distributed to atttendees who completed a brief PowerPC marketing questionnaire. Japanese versions of six of IDG Books' Macintosh titles sold well at the Macworld booth, including the just-completed Japanese language version of *Macs for Dummies*.

The MACWORLD Expo conference also proved a big hit with show-goers with close to 1,400 tickets sold. The first day's keynote by Apple Executive Vice President Ian Diery featured three worldwide product announcements and the first demonstration of the PowerPC Macintosh in Japan.

Gaston Bastiaens, president of Apple's Personal Interactive Environment division, gave the first demonstration of the Japanese Newton, and Apple's multimedia presentation on the third day featured musician Peter Gabriel launching his latest CD-ROM. *Macworld* U.S. editor **Tom Moran** moderated a PowerPC session that attracted standing-room-only crowds.

"MACWORLD Expo gave people a rare opportunity to see how the future of personal communication and high-end computing are developing in the changing computing environment," said **Setsuro Tamai**, IDG World Expo/Japan general manager.

MACWORLD Expo/Tokyo was jointly sponsored by Macworld Communications Japan, IDG World Expo/Japan and the Fuji Sankei Group.

Noteworthy!

NEW EMPLOYEES

Christensen IDG Denmark

Mads Christensen has returned to IDG Denmark as editor-in-chief of *PC World Danmark*. Two years ago, Mads left his senior editor post at *Computerworld Denmark* to be a senior analyst with the META Group and later was manager of marketing communications for Cray Communications. He has a bachelor's degree in journalism and mass communications and enjoys music, science fiction movies, Chinese history and literature.

■ ■ ■

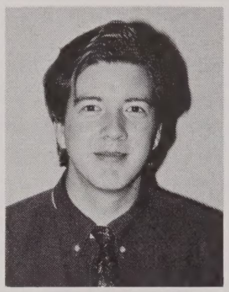
Lee Julie Dunn

Faith Lee, human resources manager at Integrated Media, Inc., most recently provided HR consulting services to various organizations in the San Francisco area. She has a BA in liberal arts and an HR certificate from the University of California at Berkeley. Faith's two small children keep her busy after hours.

■ ■ ■

Farhang Julie Dunn

Macworld welcomes two new employees. **Nazy Farhang** is the sales associate for the Northern California/San Jose area. She was previously the office manager for Pollution Prevention International. Nazy has a BA in communication and mass media from the University of San Francisco and enjoys going to the movies in her free time.


Valdez Julie Dunn

Most recently technical manager for *Macweek*, MIS Manager **Rick Valdez** will be coordinating various IS functions at *Macworld*, including databases and production. He has a degree in computer information systems from Humboldt State University.

■ ■ ■

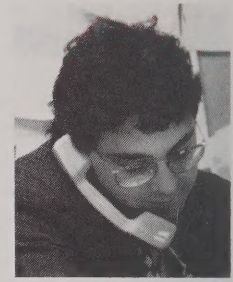
Before joining *InfoWorld*, Copy Editor **Susan Hara** was the assistant editor at *Trials Digest* magazine. She has a BA in English from the University of California at Riverside and enjoys the theater, dancing and outdoor activities.

■ ■ ■

Jolene Springfield is an administrative assistant in *Network World*'s direct response advertising department. She was an executive assistant at American Express before joining IDG. Jolene has a degree in business administration and business law from Bentley College and enjoys quilting, gardening and gourmet cooking.

ETCETERA

Johnson CW


Alper World Update

Maryfran Johnson has been named news editor of *Computerworld*, while former News Editor **Alan Alper** has assumed Johnson's post as editor of *Computerworld*'s quarterly *Client/Server Journal*. "I believe the wisdom and experience Alan's gathered after commanding the front line forces will serve him well in his new position," said *Computerworld* Editor-in-Chief Bill Laberis. "*Client/Server Journal* has been one of the most successful new publications in our history, and it will continue to thrive with someone of Alan's stature running it. Maryfran's great depth of understanding of the issues, along with her no-nonsense management style, will be invaluable to the publication and the editorial staff as she assumes her new role," Laberis added.

■ ■ ■

István Váncsa, associate senior editor at *Computerworld Számítástechnika*, has been awarded the Pulitzer Memory Award for his work with an outside weekly publication, *Elet és Irodalom* (*English Life and Literature*). He is the first recipient from IDG Hungary in the three years the award has been given. Hungary, where renown newspaperman Joseph Pulitzer was born, is the only other country besides the U.S. in which a Pulitzer prize is given.

Recruitment

- FROM PAGE 1

Another reason for the department's success is the institution of a quality circle program based on total quality management principles. South Atlantic Regional Manager **Katie Kress** championed the first phase of the program, which focused on improving communication among the five regional managers.

Now, the regional managers talk regularly, biweekly or monthly, via conference call to improve, create or eliminate, if needed, various sales practices. Their first project was to demonstrate how clients can maximize quality responses to their recruitment ads. They analyzed what makes an ad attract qualified candidates and came up with a template of key elements that they use to help clients devise the best possible advertising strategy.

This template, introduced at *CW*'s Technical Recruiting Conference last June, is just one example of how *CW*'s attention to customer service has helped it claim an ever-larger slice of the market share pie.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTY YEARS
Pat McGovern - IDG

FOURTEEN YEARS
Darlene Sweeney - Techmedia Publishing

TWELVE YEARS
Francisco Zabala - IDG Spain
Maryann McAuley - IDG/CI

NINE YEARS
Donna Wong - IDC China/Hong Kong

EIGHT YEARS
Pia Lundkvist - IDG Denmark

SEVEN YEARS
Aitor Urraca - IDG Spain
Jane Lagas - Macworld

FIVE YEARS
Marjorie Baer - Macworld
Evilee Thibeault - Network World
Livia Babbitt - Computerworld
Cynthia Berger - Computerworld
Shelley Aronson - Computerworld

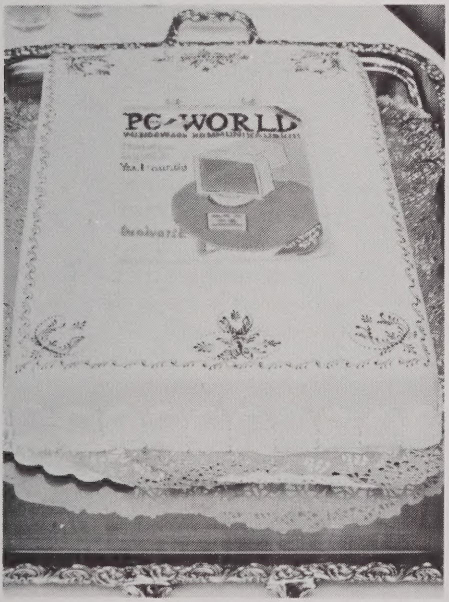
FOUR YEARS
Scott Danish - PC World
Kirsten Baek - IDG Denmark
Lise Thorstensen - IDG Norway
Garry Ray - Computerworld

THREE YEARS
Francesca Davies - PC World
Berit Ellegaard - IDG Denmark
Shohei Nishida - IDG Japan
Miranda Mayes - IDC U.K.
Christine le Touche - IDG France
Arne Uppheim - IDG Norway
Hilary McKown - IDC China/Hong Kong
Dalia Schwartz - Macworld
John Sieling - Infotainment World

TWO YEARS
Joe Brandon - IDG Central Services
Per Söderström - IDG Sweden
Stefan Sundin - IDG Sweden
Marylo Gomez - IDG Venezuela
Sandra Harwood - IDC U.K.
Myriam de Greef - IDC U.K.
Elga Legranzini - IDG Italy
Anders Bjerke - IDG Norway
Kurt Lekanger - IDG Norway
Einar Ryvarden - IDG Norway
Diane Powers - IDC China/Hong Kong
Allen Grome - IDG
Frances Whalen - IDG/CI

ONE YEAR
Jacqueline Migell - PCW/Lotus
Lars Bennetzen - IDG Denmark
Marie Karlsson - IDG Sweden
Jocke Sahlström - IDG Sweden
Rika Yoshino - IDG Japan
Carlos Perez - IDG Spain
Lisa Powell - IDC U.K.
Renato Gelforte - IDG Italy
Thomas Hanche Olsen - IDG Norway
Mouna Khabbaz - IDC China/Hong Kong
Wan Ning - IDC Beijing
Shen Siyuan - IDC Beijing
Julia Zhang - IDC Beijing
Susan Marrone - IDG
Hilory Wagner - Business Computer Pub.
Ann Record - TechMedia Publishing
Carrie Hurley - IDG

PCW/Macworld Hungary celebrates second birthday



IDG Hungary photos

Sándor Mestor (left), editor-in-chief of *PC World/Macworld Hungary*, and General Manager István Bíró hosted a party for top clients, partners and staff in honor of the growing publication's second anniversary. The centerpiece was a marzipan and walnut cream cake depicting the January anniversary cover.

Off line

Congratulations to all our enthusiastic caption contributors. Winner Paul Kennedy will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

Charlie worked tirelessly around the clock on his secret new software development package, having no idea that his progress was being monitored at all times.

- **Trent Primrose**, IDG Australia

"If only I had something to write with!"

- **Pam Shelley**, IDG Books Midwest

The used equipment market flourishes as computers become building blocks in every home.

- **Elaine Ouellette**, IDG Human Resources

A systems director obsessed with his career.

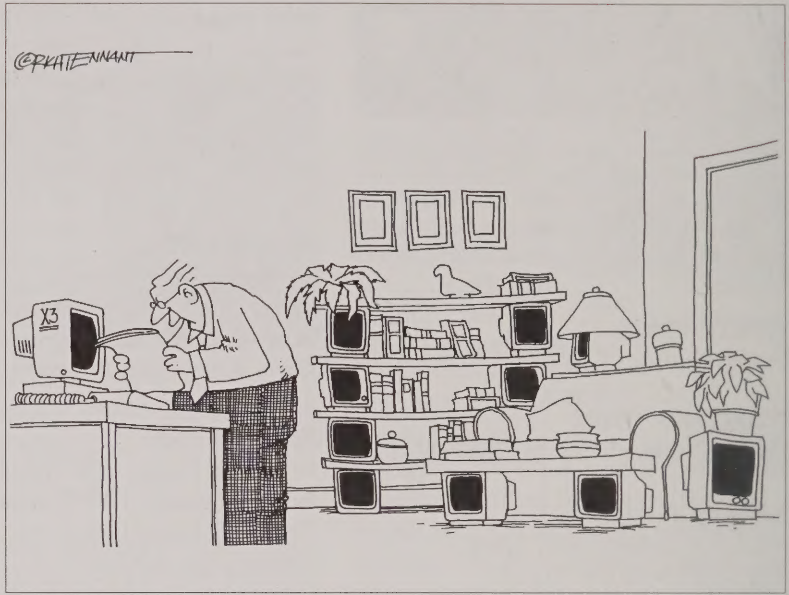
- **Paul Smith**, *InfoWorld*

Dream room for a PC nerd.

- **Simon Salamon**, LINK Resources

A firm believer in recycling, Fred makes good use of his old RGB monitors.

- **Wendy Weinstein**, IDC



"Hmmm...says here that the value of this used X3 has also dropped below the cost of a brick."

- **Paul Kennedy**, IDC Canada

Franklin seemed very at home with his new multimedia kit.

- **Richard Mergler**, IDG Australia

"Your failure to provide service condemns you to a future as an anchor for my yacht."

- **John Blair**, IDC Australia

"What do they mean by 'the last monitor you'll ever have to buy?'"

- **Rob Kaplan**, IDC Framingham

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, , 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDG Australia awards honor two former employees
- PAGE 2

***NW* off-site meetings let managers focus on employee issues**
- PAGE 2

On line: IDC President Kirk Campbell takes a turn
- PAGE 3

IDG World Update

VOLUME 24, NUMBER 10

MARCH 7, 1994

IDC Government conference draws record crowd

IDC Government's annual conference, held in Washington, D.C. in late January, drew the largest number of attendees in its history.

"Reinventing Government: The Road Map," drew more than 225 vendor representatives and federal government employees to the historic Willard Inter-Continental Hotel. The one-day session focused on efforts to develop a National Information Infrastructure (NII) and looked at how it will affect players inside and outside the government arena.

Edith Holmes, president of parent company Government Information Technology Group, kicked off the seven-part agenda, which included two IDCG speakers. **Dr. Trina Dinavo**, research director of the Security Planning Service, moderated a panel on security and privacy issues that may arise on the proposed information highway. **Frances Mendelsohn**, research director of the Futures Technology and Planning Service, discussed emerging technologies in devices such as kiosks that would make the NII more accessible to citizens.

Keynote speaker James Flyzik of the Office of Telecommunications Manage-

-SEE PAGE 4

European managers team up in first unofficial MSD customer briefing

IDG Poland

IDG's European managers queue up for the trip to Olivetti headquarters in Ivrea. (From left): Istvan Bíró (Hungary), Leendert van Wezel (The Netherlands), Gebhard Osterwalder (Switzerland), Tatiana Hinova (Bulgaria), York von Heimburg (publisher, IDG Germany's magazine division), Brunello Bossi (Italy), Preben Engell (Denmark) Manfred Weiss (Austria), and Paco Zabala (Spain). Not shown is Kazimierz Szot of Poland and Ralph Peter Rauchfuss (publisher, IDG Germany's *Computerwoche*).

A group of IDG's European managers traveled to Olivetti headquarters outside Milan in January for what was the first unofficial customer briefing for the Marketing Services Division in Europe. Like its counterpart in the U.S., MSD/Europe will focus on raising awareness of IDG's products and services for top-level clients and providing solid marketing strategies to help customers succeed.

-SEE PAGE 7

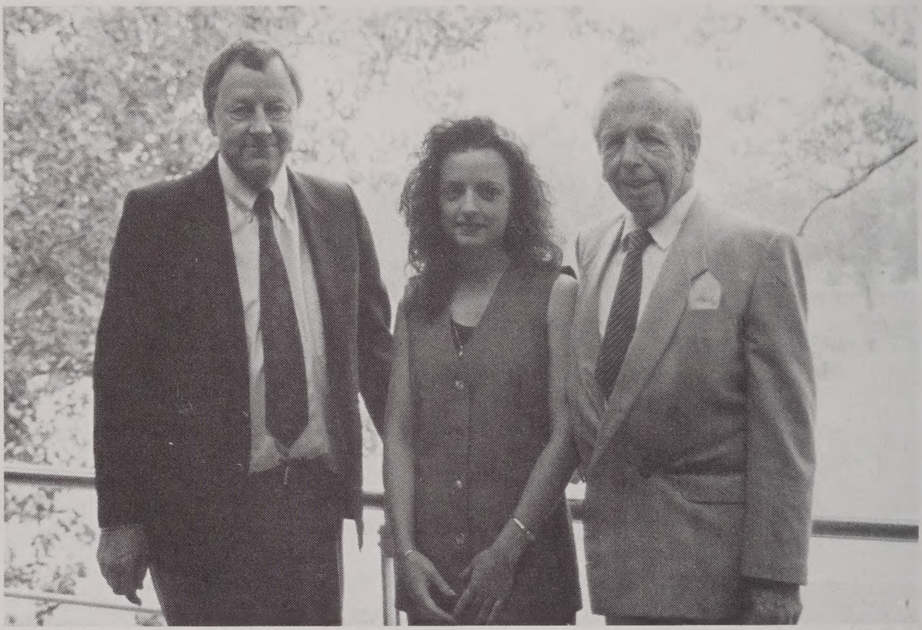
Awards honor memory of IDG Australia journalists

IDG Australia has established awards at two universities honoring the memory of two former IDG journalists.

The **Michael Harrison** Award for Print Journalism will be presented annually to a student at the University of Western Sydney who has demonstrated excellence in the field of journalism. Harrison, a 10-year veteran of IDG, was manager of *Computerworld's* custom publishing division. He died last June. "Mike was first and foremost a journalist," said IDG Australia Managing Director **Don Kennedy**. "We felt the most fitting tribute to his memory would be to perpetuate his name through the training of future journalists."

A second award, given in memory of former *Computerworld* sub editor **Ian Wilson**, an employee for five years, will be awarded by the Royal Melbourne Institute later this year.

Noel Bennett, *Computerworld* features editor, was responsible for making the arrangements for both awards.


IDG Australia

The winner of the inaugural Michael Harrison Award for Print Journalism, Sharon Paintin, is congratulated by Harry Irwin, the Dean of the Faculty of Humanities and Social Sciences at the University of Western Sydney (left), and *CW* Features Editor Noel Bennett.

NW managers carve time for strategic planning

Network World's editorial department recently staged its first Quarterly Off-site Managers Meeting, a half-day event that gave managers a chance to talk about overarching topics that often go undiscussed due to daily pressures.

"Although we have an 8:30 managers meeting every Thursday, our time is usually used up addressing near-term concerns and opportunities, and we rarely have the luxury to simply brainstorm," said **John Dix**, executive editor.

The focus of the first meeting was leadership, the discussion revolving around experiences with the styles and approaches — both good and bad — that each had had with former managers.

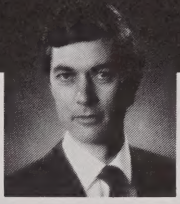
"We're in the trenches addressing reader needs every day, and this enabled us to pull back and think a bit more strategically about our teams," said **Charles Bruno**, features editor.

Network World

Attendees at *Network World's* first off-site managers meeting included (l-r):John Dix, Cheryl Crivello, assistant to the editor; Michelle Psyhogeos, managing editor, production; Paul Desmond, assistant managing editor, news; Jim Brown, managing editor, features; Bob Brown, associate news editor; John Gallant, editor; and Charles Bruno.

On line

ASK KIRK



IDC President ***Kirk Campbell*** *takes a turn as this week's guest columnist.*

Q On the occasion of IDC's 30th anniversary, do you have any thoughts on where the company has been and where it is going?

A If you consider IDC's modest beginnings in 1964, there is no question that the company has come a long way in 30 years. From one employee in 1964, IDC has expanded to over 400 employees today. From one research office in Massachusetts, IDC has expanded to over 40 research centers around the world.

IDC today is the largest company providing market research to information technology vendors.

Looking back over the past 30 years, I am particularly thankful that IDC's first leaders moved so early and aggressively into overseas markets. IDC was the first U.S. IT market research company to move into Europe opening a subsidiary in the U.K. in 1969. IDC was the first into Asia as well with a research office opening in Japan in 1975. While building this network of research offices has not been easy, the strategy definitely is starting to pay off. IDC's major clients are all global companies. IDC's unique position as the only market research company which is truly global with both in-depth local and regional expertise is increasingly turning business our way.

Appropriately enough, IDC won just a few days after its 30th birthday its largest consulting contract ever to provide to a major vendor quarterly market share information for 13 Asian countries. This contract would have been impossible to win without our extensive network of Asia/Pacific research offices.

The only significant regret (with the benefit of hindsight) I have in reviewing the first three decades of IDC's history is that we have not been more successful in selling market advisory services to IT end users. While we have two fine, profitable end-user research organizations with both IDC/Technology Investment Strategies and IDC Government, our overall user market share is relatively low. This opportunity remains one of IDC's key challenges, and we intend to make major strides in serving user customers in the future.

Q How would you compare the impact that the availability of electronic information will have on the market research and publishing businesses?

A I believe that the digital revolution will have a faster impact on the market research business than it will have on the publishing business. While a special interest magazine or newspaper is a personal medium and most consumers will prefer to read a hard copy rather than an electronic version for quite some time, the change will take place much faster with market research information. Electronic delivery of market information is a great tool for product and planning managers. The information can be immediately delivered, rapidly searched and is usually much more efficient to work with than a hard copy version. As a result, one of IDC's top priorities is to provide electronic delivery of its market information in multiple formats.

Q What do you think is IDC's biggest challenge from Dataquest?

A I suppose that the biggest challenge that IDC faces from Dataquest is to not become complacent as Dataquest continues to fare poorly in the marketplace. While we like to keep abreast of what our competitors are doing, our main challenge is to keep every member of the IDC team focused on our customers and prospects and what they need from us to be more successful. As long as IDC strives to provide the best possible customer service, delivers its research on time and constantly innovates and improves its product offerings, we should continue to grow our revenues and profits.

Q Is it true that you don't have a TV set?

A Yes, it is true that I do not own a television. I guess you could describe me as either deprived or lucky. I use the time that I would spend watching TV on reading instead. I do own a radio and find NPR and the BBC to be good sources for the latest news.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.***

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

IDCG

-FROM PAGE 1

ment outlined the missions of the government information workgroups that are being established as part of the National Information Infrastructure Task Force. The task force is exploring, with input from numerous government and private companies, how to integrate the information services of local, state and federal entities.

This year's conference structure was a departure from previous annual gatherings. According to **Amy Rossi**, client services coordinator and organizer of the event, attendees seemed to prefer a shorter, local conference with large group sessions rather than a multi-day event in a resort setting. Overall, the participants gave this year's conference an outstanding 4+ rating out of 5.

Stan Barouh

Steve Kelman, administrator of the Office of Federal Procurement Policy, discusses proposed changes to federal IT acquisition policy. Looking on from the front row were IDCG's Trina Dinavo and Peter Boulay, vice president of research.

NW fund-raising effort nets entrée to Celtics practice

WEEI radio personality Jim Pansullo (second from right) presents (l-r) Charlie Bruno, Sue Champeny, Glenna Fasold and Paul Desmond with a plaque in recognition of *NW*'s ongoing support of the fund. In front is Charlie's son Phillip.

Network World photos

Glenna Fasold and Paul Desmond take advantage of the opportunity to see how they measure up to Celtics center Robert Parish.

Five *Network World* employees were among the lucky recipients of tickets to a Boston Celtics private practice held at Brandeis University in early January. *Network World* was given five pairs of tickets to the practice by local radio station WEEI, sponsor of the annual WEEI 590 Fund benefitting local homeless shelters, in appreciation of the company's long-term support of the fundraising effort. *Network World* recently raised over $1,700 for the fund, which is sponsored each December.

During the practice, WEEI radio personality Jim Pansullo presented the *Network World* group with a plaque in recognition of the company's "outstanding commitment and support." Attendees had an opportunity to meet the players and collect autographs following the two-hour practice session.

Anyone interested in receiving a list of shelters helped by the WEEI 590 Fund — all of which need volunteers for a variety of tasks — may contact **Cheryl Crivello** at 508-875-6400.

IDG Job Opportunities Update

Monday, March 7, 1994

DIRECTOR OF SALES - COMNET (WEC)

The ideal candidate will be responsible for developing, recruiting and retaining an internal Comnet sales staff with strong technical skills. Individual will manage a sales force of up to six professional salespersons. The key challenge will be to develop training and management plans to extend Comnet sales to global venues and to significantly increase sales volume. Individual will report to the Vice President and General Manager of Communications Technlogy. A minimum of 10 years sales experience plus IT industry experience is required.

SALES REPRESENTATIVE (NW)

Candidate will be responsible for prospecting and selling to key accounts in the New England territory. 2-3 years experience selling ad space or experience with an ad agency dealing with key accounts is preferred. Knowledge of the IT industry is necessary.

SALES ASSISTANT (NW)

Candidate will be responsible for providing all sales support for two regional account managers. Duties will include customer contact, correspondence, mailings, database management and phone coverage. 2-3 years working in a sales environment is desired. Excellent Macintosh skills are necessary.

SENIOR CORRESPONDENT - WEST COAST (CWPI)

The ideal candidate will interact with a team of writers and report on issues of interest to IS professionals and the computer industry. Experience in news reporting and knowledge of information technology is necessary. Some travel required. College degree is necessary.

INFORMATION TECHNOLOGY SPECIALIST (EMS)

Candidate will participate in the collection and preparation of documentary materials on the Information Technology industry. Background knowledge and appreciation of the IT industry is necessary. Candidate must have experience with database content development plus strong computer skills. Excellent communication skills are necessary. College degree required. Previous experience with on-line services helpful.

Q A SPECIALIST (EMS)

Individual will participate in the creation, quality control and long-term maintenance of an on-line database of textural and multimedia materials. Background knowledge and appreciation of the IT industry is necessary. Experience with Database QA, strong computer skills and the ability to work under tight deadlines is necessary. Excellent communication skills are necessary. College degree required. Experience with on-line services a plus.

SYSTEMS CONSULTANT (EMS)

This position will play an important role in the architectural and program design, development, and implementation of the EMS electronic Marketplace Application. Candidate must have 5+ years experience developing PC systems using C/C++, V Basic, or other procedural languages. Excellent communication skills are necessary. Experience with graphical interfaces, multimedia applications and compression technology preferred. Database application, LAN and Communications, including TCP/IP helpful.

EVENTS SPECIALIST (IW)

The individual in this position will manage major elements of conference production, including vendors and contract labor. Candidate will provide backup support for the EEG Conference Coordinator and be responsible for customer service. 2-5 years event production experience is necessary. Excellent communications skills required. Experience in management of marketing programs and promotional campaigns preferred. 1-2 years work experience in the PC industry a plus. Excellent Macintosh skills required.

MANAGER, FORECASTING & INVENTORY ADMINISTRATION (IDG/B)

Responsibilities in this position will include analyzing demands and recommending/managing inventories in terms of location, quantity and timing. Candidate should have experience in Computerized Inventory/Scheduling systems, such as MRP. Excellent communication skills required. Knowledge of PC's spreadsheet and word processor preferred. 3-5 years experience in book/entertainment software industry is required. Degree in Business/Industrial Engineering a plus.

MANAGER OF DISTRIBUTION OPERATIONS (IDG/B)

The ideal candidate will be responsible for directing and maintaining a cost effective and responsive distribution operation using outside and in-house facilities. Experience with computer supported warehouse locator, inventory management, bill of lading, labor control and related systems is necessary. 7-10 years experience, including 3 years management experience required. Strong communication skills are necessary. A degree in Business/Industrial Engineering preferred.

SYSTEM OPERATOR - ONLINE (PCW)

The ideal candidate will operate and maintain the computer and software dedicated to PC World Direct, including any peripherals associated with the Bulletin Board Service (BBS). Individual will administer the system and services, including all marketing and promotions associated with the direct service. A minimum of 3 years experience with PC based BBS software, BBS networks and/or online services. LAN, Unix, and Internet database experience helpful. Excellent communication and management skills are necessary.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWPI/CWDD/IDG Boston/MSD	Susan Perry	(508)820-8160
	Louise Reed	(508)820-8162
NWW/CIO/IPS/IMS	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
IDG Framingham/WEC/ FCW/IDC Gov't	Elaine Ouellette	(508)935-4605
	Brenda Thompson	(508)935-4531
List Services/Research Services/ LPC-PCW/IMS/ETA/Reg. Offices	Brenda Thompson	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/NeXTWorld/Publish/SunWorld	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0699
IDG Books/EMS/IDG ASIA	Carla Neumann	(415)312-0501

IDG Job Opportunities Update

March 7,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Office Assistant	Boston, MA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	B. Thompson	(508)935-4531
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
IDG	Associate Credit Analyst	Framingham,MA	B. Thompson	(508)935-4531
WEC	Director of Sales, Comnet	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4531
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4531
WEC	Asst. Show Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4531
CIO	Manager, Program, Services	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	Peterborough, NH	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	New England Sales Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Assistant	Irvine, CA	J. Haws	(714)250-3006
IDC	P/T Library Assistant	Mountain View, MA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountian View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Sr. Editor/Personal Computing	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sr. Editor/Midrange Systems	Framingham, MA	S. Perry	(508)820-8160
CWPI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	QA Specialist	San Mateo, CA.	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Events Specialist	San Mateo, CA.	D. Vieraitis	(415)312-0566
IW	LAN Editor	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

March 7,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Senior Writer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	Natick, MA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Mgr./Forecasting & Inventory	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Royalty Accountant	San Mateo, CA	M. VanFleet	(415)312-0635
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
PCW	System Operator	Online, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Production Coordinator	Multimedia World, San Francisco, CA	C. Smukler	(415)974-7394
PCW	Director, Sales & Marketing	San Francisco,CA	J. Moody	(415-978-3289
PCW	Administrative Assistant	San Francisco,CA	K. Blaylock	(415)978-3275
PCW	Administrative Assistant	San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Circ. Subscription Director	San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Human Resources Rep.	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Advertising Sales Associate	Irvine, CA	N. Coy	(714)250-1307
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Manager	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IMI	Technician	SunWorld, San Francisco, CA	M. Chappel	(415)267-1725
IMI	Account Representative	NeXTworld, San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Eastern Reg. Account Mgr.	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Yam	(415)286-2546

New crop of 10-year employees celebrate at the Ritz

Four IDG employees capped 10 years of service with an anniversary dinner last month at the Ritz-Carlton in Boston hosted by IDG Chairman **Pat McGovern**.

Jim Connolly joined *Computerworld* as a staff writer in November 1983 after freelancing and working as a general reporter for 12 years at the *Boston Herald*. As *CW*'s sections editor, Jim has overall responsibility for the management of *Computerworld*'s five technical sections. His duties recently expanded to include overseeing the *CW* Guide, Marketplace and Careers sections and editing *CW*'s opinion page, "a promotion that recognizes his status as one of our most diligent and dedicated staff members," said Executive Editor **Paul Gillin**.

One of Jim's accomplishments over the years was establishing the first organized system for planning and editing the technical sections, a system that has continually evolved since he took on that portion of the job in 1988. Outside the office, he's setting his sights on learning how to ski.

Paul Fitzpatrick, manager of industry analysis for IDG Research Services, joined the company in January 1984 as a senior research analyst at IDC and is happily pointing toward the 20-year mark. "I couldn't find a better place to be. There aren't many companies that compare to IDG's entrepreneurial spirit and the opportunities we have to make individual contributions," he said.

Paul fields questions from IDG ad sales reps who want market information to use for their presentations or to educate themselves about industry trends. More than 80% of the requests require same-day turnaround. Paul enjoys working with clients who might start out with a vague concept, helping them define what they need, and then delivering it on time and on budget. "It's a great feeling to know you're making a difference for your clients," he said.

IDG World Update

After dessert, Paul Fitzpatrick, Jim Connolly, Derek Hulitzky and Pauline Smith gather around Pat McGovern for their 10th anniversary photo.

Derek Hulitzky, director of marketing for *Computerworld*'s recruitment advertising section, has been with the publication since June 1983. Being hired in a marketing capacity at *CW* was one of Derek's major career goals, and he says "it's been the fun I expected ever since." Another highlight was being part of the team that was selected for a Chairman's Achiever award last year in recognition for creating two new directories that increased revenue and brought new advertisers on board.

According to Derek, the best and most challenging part of his job is helping to market the recruitment section each week. Unlike product advertising, which typically provides schedules of multiple insertions, a well-prepared recruitment advertising campaign to find job candidates can sometimes consist of just one insertion. What makes his work challenging and interesting is dealing with such a diverse market — any company that hires IS professionals — and keeping up with the ever-changing skills of *CW* readers.

Looking back at when she was hired as a marketing coordinator in *Computerworld*'s direct marketing department in January 1984, **Pauline Smith** said she had always wanted a job that would combine her interests in sales and writing. "I just never thought I'd be at one publication all this time," she laughed. Now, as senior account executive for the South Atlantic region, she relishes the chance to be creative with her recruitment advertising presentations.

One change over the years that Pauline has welcomed is the opportunity to sell more than just *Computerworld*. She's proud of the growth of the annual *CW Campus Edition*, and has served as coordinator of the sales force's activities for the past few years.

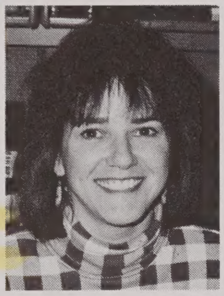
Pauline said IDG's commitment to education has meant a lot to her. She started and completed the MBA program at Babson College while at *CW* and attended last year's 1993 Management Publishing Institute.

Like all employees who have been with the company 10 years, Jim, Paul, Derek and Pauline received engraved pen and pencil sets.

Noteworthy!

PROMOTIONS

Shelley Lecours, formerly a meeting planner for SunWorld Expo, Enterprise '93 and other World Expo shows, has been promoted to assistant show manager for ComNet. Before joining IDG World Expo, she was the program administrator and business operations support specialist for Digital Equipment Corp. "Along with Shelley's previous experience, her attention to detail and ability to prioritize will help ComNet achieve its future goals," said Show Manager Robin Andreola.



Lecours

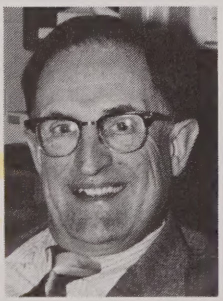
Rachel Winett

NEW EMPLOYEES

Ed Valente has been hired as an IS application support analyst at IDG Framingham. He had worked at Addison-Wesley Publishing Company as a senior corporate analyst. Ed has a BS in finance from Bentley College and an MS in finance from Boston College and can be found parachuting and cross-country skiing in his free time.

■ ■ ■

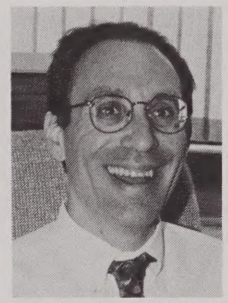
After serving as an independent consultant and temporary employee at IDC since last March, **Richard Heiman** is now a full-time analyst in the Systems, Software and Storage Group and does some work for the Software Research Group. He has more than 30 years of experience in the computer industry in both technical and managerial capacities. Richard has a bachelor's degree in electrical engineering from Rensselaer Polytechnic Institute and plays tenor sax in the "After Hours" big band.



Heiman

World Update

Also at IDC, **Michael Levi**, director of information system strategies, will manage and develop internal IDC systems and electronic distribution facilities. He was previously associate director of information technology at Boston University. Michael has a BA in philosophy from the University of Massachusetts and an MS in computer science from Boston University. Mountaineering and bicycling are among his interests.



Levi

World Update

■ ■ ■

IDC West welcomes Client Service Associate **Shirleen McDougall**. She spent the past eight years at Dataquest, most recently as a senior administrative assistant. Now that she's retired from motorcycle riding, Shirleen devotes her free time to gardening and spending time with her family, especially two grandchildren.

■ ■ ■

After spending a year as an assistant conference manager at Danieli and O'Keefe, Administrative Assistant **Lilian Lieber** is working on the open systems product line for IDG World Expo. She earned a BS in business administration from Northeastern University. When she's not at the office, Lilian enjoys working out and strolling around Boston.

Lieber

World Update

■ ■ ■

Cristin Corbin has signed on as a part-time administrative assistant in *PCW*'s circulation department. She also works as a substitute high school English teacher. Cristin earned a BA in history from the University of Oregon and an MA in English from San Francisco State University. Outside the office, she enjoys reading, hiking and camping.

■ ■ ■

David McKenna, formerly the manufacturing manager at Prentice Hall Computer Publishing, has accepted a similar position at IDG Books Midwest. He has a BS in management from Miami University in Ohio and is currently pursuing his MBA at Butler University. In his free time, David enjoys tinkering with home improvements and rebuilding lawnmowers.

■ ■ ■

Previously editor of the *Wilmington Advertiser*, **Michelle Grabon** has signed on as a copy editor at *Computerworld*. She earned a BS in journalism from Northeastern University and lists her interests as bicycling, working out, reading and going to the theater and the ballet.

■ ■ ■

As an accounting assistant at *PC World*, **Judith Bratton**'s responsibilities include organizing and distributing the month end reports and preparing freight and travel chargebacks. She recently worked in a similar capacity at American President Lines. Judith spends her free time bicycling, hiking and making and selling ceramics.

■ ■ ■

Electronic Entertainment welcomes two new employees. Senior Editor **Christine Grech** was previously associate editor at *PC/Computing*. She earned a BA in English literature from the University of California at Los Angeles and, in her free time, volunteers as an English-as-a-Second-Language tutor.

Assistant Editor **Bill Meyer** was previously a freelance writer and a columnist for *Morph's Outpost on the Digital Frontier*. He earned a BA in English from Whitman College and enjoys playing the guitar and lacrosse and spending time outdoors.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by business unit managers to IDG World Update.

SIXTEEN YEARS
Tom Monahan - Computerworld

FOURTEEN YEARS
John Dix - Network World

TWELVE YEARS
Fred LoSapio - Computerworld
Ricardo Goncalves - IDG Brazil

ELEVEN YEARS
Lucy Sheehan - IDG

TEN YEARS
Christina Spence - IDG Central Services

NINE YEARS
Libby Levinson - MSD
Rachel Parker - InfoWorld

EIGHT YEARS
Jennifer Smith - PCW/Lotus
Christine Cavelle - IDG France

SEVEN YEARS
Eleni Brisbois - Network World
András Lévai - IDG Hungary
Shelagh Avins - IDG Australia

SIX YEARS
Laura Johnson - TechMedia Publishing
Eve Lieberman - IDG

FIVE YEARS
Carol Hildebrand - CIO
Martin Fältström - IDG Sweden
Eva Sparr - IDG Sweden
Fatima Ruiz del Olmo - IDG Spain

FOUR YEARS
Péter Kincses - IDG Hungary
Melissa Riofrio - PC World
Carlos de la Iglesia - IDG Spain
Kathy Poppenhagen - Macworld
Sabine Terras - IDG France

THREE YEARS
Brad Bass - GITG
Cathy O'Leary Hayes - CIO
Daniel Gifford - Computerworld
Heidi Schuberthan - Computerworld
Agnes Karácsony - IDG Hungary
Lennart Hakansson - IDG Sweden
Doc Farrer - IDG Australia
Christopher Whelan - IDC
Kristin Kueter - InfoWorld

TWO YEARS
John Lampus - IDG
John Ferris - IDG
Heidi Anderson - IDG Central Services
Teresa Lin - Asia Computerworld
Jimmy Yu - Asia Computerworld
Carmen Vianna - IDG Brazil
Erivelto Oliveira - IDG Brazil
Lourdes Gomes - IDG Brazil
Karen Gowe - IDC
Jane Stanhope - IDC
Elizabeth McPherson - IDC
Jim Casella - InfoWorld
Bob Metcalfe - InfoWorld
Steve Stamates - InfoWorld

ONE YEAR
Jeffrey Bockweg - IDG World Expo
Diana St. Louis - IDG
Janett Kennedy - Multimedia World
Anders Larsson - IDG Sweden
Marie Söderqvist - IDG Sweden
Naohito Kato - IDG Japan
Sandra Damas - IDG Brazil
Valdecir Souza - IDG Brazil
Chris Yalonis - IDC
Mary Breidenbach - IDG Books

Chairman's achievers

Pauline White
Circulation Manager
Laurentian Technomedia

Pauline White, a five-year employee of IDG's Canadian licensee, has accumulated a string of accomplishments over the past few months. Late last year, Pauline converted the circulation department to a more user-friendly PC-based system that eliminated the cost of hiring an outside programmer every time the software needed to be changed.

Her supervision of the company's mailing lists has exceeded all expectations of how well Laurentian would perform under Canada Post's Address Accuracy Program. Last year Laurentian attained some of the highest accuracy figures recorded in Canada (95% to 99%) where the national average is 56%.

White

During the circulation system upgrade, Pauline also opened a new remote office on a shoestring budget and hired and trained the staff — all of which was accomplished without disrupting the regular mailings of four publications. And, on another front, revenue from her list rental business went above plan by more than $70,000.

MSD

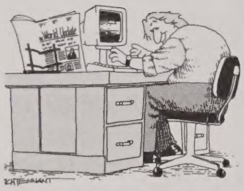
-FROM PAGE 1

During the four-hour session, IDG managers listened to an in-depth presentation of Olivetti's main product lines as well as the overall business strategy for the company. IDG Italy General Manager **Brunello Bossi** outlined IDG's publishing activities in Europe, while IDG Denmark General Manager **Preben Engell** described how MSD Europe will operate.

"Olivetti's top managers were very interested in IDG's media network and asked us to come up with specific proposals to improve Olivetti's share-of-market," Engell said. "We are now working on specific projects that could lead to increased pan-European orders for Olivetti products."

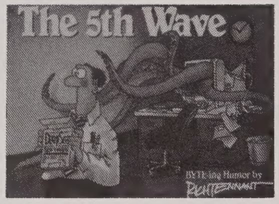
Off line

Win Your Own

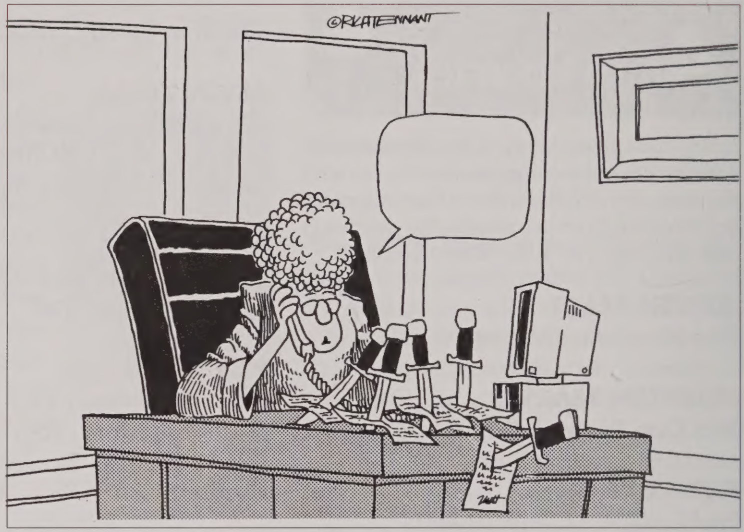


Off line T-Shirt

or



***5th Wave* cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 29. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th Floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDC shares top 10 predictions for the balance of the decade
- PAGE 2

What were you up to 30 years ago?
- PAGE 6

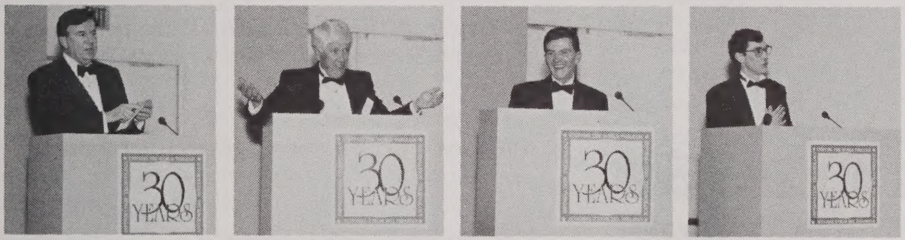
Test your knowledge of IDC with our trivia contest
- PAGE 8

IDG World Update

VOLUME 24, NUMBER 11
MARCH 14, 1994

Happy birthday IDC!

Company's gala celebration caps 30 years of continued growth and worldwide expansion



Photos by Miller Studio

Pat McGovern, John Breyer, Walter Boyd and Kirk Campbell, IDC's first, second, fourth and current presidents, share their memories of IDC's early years as well as hopes for the company's future at IDC's birthday bash last month.

Some 350 IDC employees along with an array of invited guests that included six of IDC's seven past presidents gathered on the evening of February 26 to help celebrate the company's first 30 years. Against the elegant background of Boston's Museum of Fine Arts, attendees at the black-tie affair heard from a number of the people who helped shape the company from its humble beginnings in IDG Chairman **Pat McGovern**'s living room at 355 Walnut St. in Newtonville, Mass.

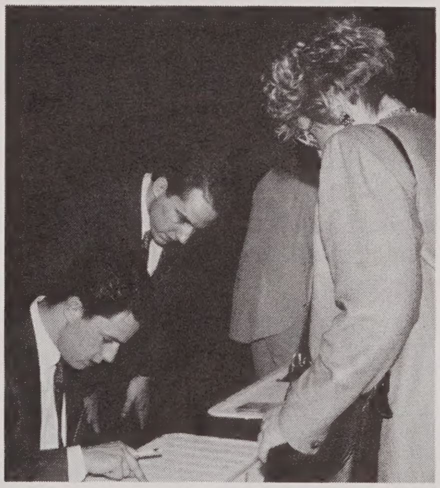
★ UNIFYING THE WORLD THROUGH ★ INFORMATION TECHNOLOGY ★ UNIFYING THE WORLD THROUGH ★ INFORMATION TECHNOLOGY
30 YEARS

Following opening remarks from IDC President **Kirk Campbell**, a succession of past presidents and long-time employees offered a look at some memorable moments in the company's history. McGovern recounted how his initial attempts to sell IDC's first product, a database of computer installation sites called the Datafile, to Univac were rebuffed by the vendor who assumed its low price corresponded to low value. When he approached the vendor again, having doubled the price to $20,000, Univac became the first in a long line of Datafile customers.

IDG President **Walter Boyd**, who

-SEE PAGE 4

IDC kicks off 29th annual briefing sessions



World Update

IDC's Chris Whelan (seated) and Mike Timons help register an attendee at last week's event.

More than 700 IT executives jammed the Hynes Convention Center in Boston last week to hear 29 IDC analysts discuss the issues and trends that are affecting emerging IT technologies.

The 29th annual IDC computer industry briefing session, Directions '94, featured 21 hours worth of presentations.

-SEE PAGE 2

Briefing

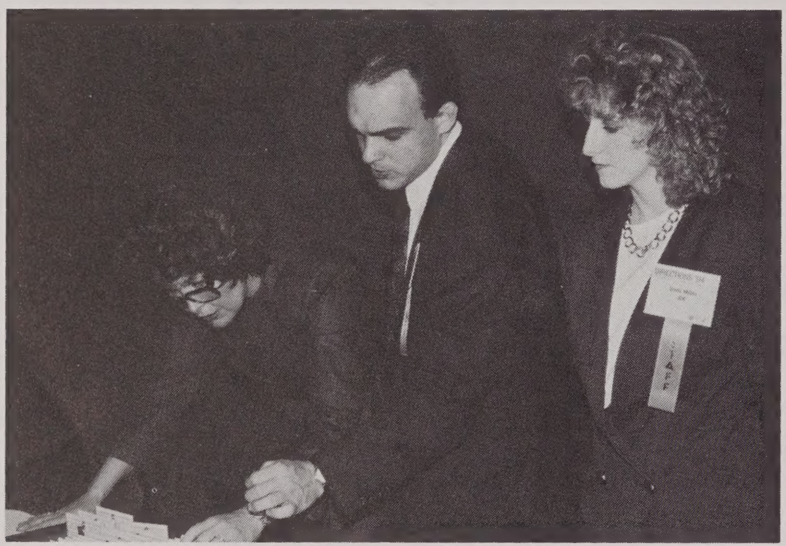
-FROM PAGE 1

In addition to the five standard vendor-oriented tracks — Personal Systems, Software and Services, Systems, Communications and Global Markets — a sixth, user-oriented track — IS Management — was added to this year's lineup.

According to **David Vellante**, senior vice president, systems, storage and software research, who presented a summary of IDC's Annual Global IT Survey, the IT buying process is undergoing a measureable shift within organizations. "End users are no longer the silent masses," he said, but "are seizing the technology adoption role."

Other speakers during the morning session included Senior Vice President, Worldwide Research **David Moschella**, who outlined some of the key technological and market dynamics shaping the IT industry; **John Gantz**, senior vice president, desktop research, who took a look at the various competitive standoffs shaping up in the industry; and **Kim Myhre**, senior vice president, worldwide consulting, who discussed opportunities provided by the convergence of digital media.

IDC will replay the Directions '94 agenda for a West Coast audience on March 31 in San Jose, Calif., and in a variety of European and Asia/Pacific locations during April and May.



Report Sales Manager Linda Rich, Group Marketing Manager Mike Ault and HR Assistant Dana Miller help attendees check in.

World Update photos

IDC Vice President of Sales and Operations Larry Bishop talks with Vice President Consulting Ralph Finos during a break.

IDC looks into crystal ball

IDC Senior Vice President of Worldwide Research David Moschella offered up the following IDC predictions for the remainder of the decade during his presentation at the IDC Briefing Sessions.

1. Layered IT industry structure remains, but pressure toward fewer layers.

2. Systems vendors don't recapture significant part of microprocessor business until late 1990s.

3. Microsoft, Intel relationship grows increasingly chilly.

4. Microsoft increasingly focuses on home.

5. Systems vendors pull back on software strategies.

6. Correlation between economic and IT growth continues to tighten.

7. U.S. market outpaces Europe and Japan 1994-1995.

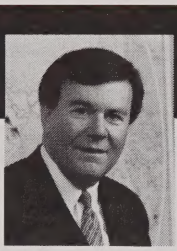
8. U.S.-based vendors continue to gain share in all world regions.

9. Low bandwidth applications dominate early stages of converging industries.

10. PC vendors stay out of major alliances but increasingly reap rewards.

On line

ASK PAT



Q **As you look back over the first 30 years of IDG, what do you consider the most critical decision you made, the turning point where a different decision would have made IDG look very different from what it is today?**

A In 1970, when IDG was just six years old and doing about $2 million a year, I was a typical hands-on manager, personally reviewing and approving all checks, interviewing all new employee candidates, expecting people to check with me before making any significant decision, etc. At the same time, I was travelling a lot, so when I was away important actions that needed to be taken tended to pile up on my desk.

It then occurred to me that there were hundreds of thousands of very successful businesses around the world that succeeded without any advice, guidance, assistance or direction from me. So, clearly, I was not essential to making a business successful! What I realized then was that business success comes out of finding an important need that people have and arranging to fulfill it well. I decided to focus my time on looking for new market opportunities for IDG. And rather than trying to control operations, I decided to find a capable person who could organize and lead a team to fulfill that market need with high quality and usefulness.

I then thought that if I was such a business unit head, how would I like to be treated? I realized that I would want to be treated with trust and confidence and be provided the necessary resources to do a good job. So, I decided that's exactly how I would treat other people. Therefore, I began to withdraw from involvement in day-by-day operations and focused on just two things: 1) finding attractive market opportunities for IDG and 2) finding good people to pursue those market opportunities, treat them with trust and respect, and provide them with the resources they needed...and then get out of their way!

Q **How can there be more synergy between *Computerworld* operations in the U.S. and abroad? What can we do on a working and/or social level to learn about our colleagues?**

A The Computerworld Global Product Support Center was set up last year exactly for that purpose. The center, which operates from Oslo, Norway, is designed to gather, evaluate and distribute tips, techniques and success stories that will help each *Computerworld* team learn from and use the best practices that make *CW* successful, no matter where they originate. *Computerworld* product line meetings are run at least once a year in Europe, Asia and the Western Hemisphere. These meetings enrich the sharing of resources, promote social contact and improve ongoing personal communication between people working at similar *Computerworld* job functions around the world.

Q **I proposed to my business unit manager a project that would sell in another country. The manager told me that IDG typically does not make a project in one country to sell in another. Is this true?**

A The answer is yes and no. Yes, in that IDG does believe that the most qualified people to make an information product for customers in a particular country are natives of that country who understand the culture, the local language, the local industry and local political, social and economic conditions. So, it is very rare within IDG that a product will be created in one country specifically to be sold in another country. But no, IDG does not limit the territory to which a business unit can offer its products. In fact, each national IDG publication typically has subscribers in many other countries and is found on newsstands around the world. The same is true for market research studies, etc.

Q **I recently attended an ExecuTrain class, and I noticed that ExecuTrain doesn't seem to have any public affiliation with IDG in terms of using an IDG logo or stating on its literature that it is part of IDG. Why not?**

A Yes. IDG has an agreement with ExecuTrain that gives IDG the right to acquire 100% ownership of ExecuTrain over a number of years. Until IDG exercises a sufficient number of these options so as to have more than a 50% interest in ExecuTrain, both parties feel it is appropriate to not publicly indicate that ExecuTrain is an IDG subsidiary.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

(L-R) IDG Chairman Pat McGovern, guest David Santee, IDG President Walter Boyd and Max Eveleth, IDC's first vice president of sales.

(L-R) IDC Human Resources Manager Debbie Bernardi, IDG Corporate Communications Director Mary Dolaher and Dana Miller, HR assistant at IDC.

Nicole Kassel, marketing coordinator (l), helps Susan Petrie, IDG vice president of financial analysis with her name badge.

Photos by Miller Studio

Donald Young, IDG operations manager, and Madeleine Spenser, assistant to the president at IDC.

Birthday

-FROM PAGE 1

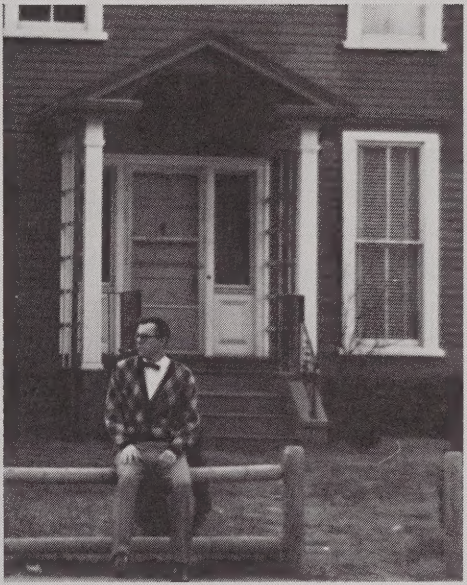
served as IDC's fourth president for about a year and a half during the latter part of the 1980s, presented McGovern with a chess set on behalf of all the employees of IDG. Noting that the game pieces were carved likenesses of revolutionary war figures, Boyd said the gift was "particularly appropriate for one of the 20th century's great publishing revolutionaries."

Attendees were free to roam about the museum's exhibits and had plenty of time to renew old acquaintances with former employees, many of whom had traveled a long way to attend the celebration. "Many people said it felt more like a class reunion," noted **Mary Dolaher**, director of corporate communications, who, along **Nicole Kassel**, IDG marketing coordinator, and **Debbie Bernardi** and **Dana Miller** of IDC's Human Resources department organized the evening's festivities.

The IDC story: highlights from the first 30 years

1964	Establishment of IDC
1965-1966	IDC's products include *The Gray Sheet* and Datafile
1967	Launch of *Computerworld*
1968	IDC offers proprietary research
1969	IDC/U.K. established*
1970-1974	Corporate Planning Service** is recognized as the premier research and analysis service in the industry
1975	IDC Germany and Japan offices established*
1976	Corporate Planning Service***
1977	User services "take off"
1978	IDC Australia established*
1979	IDC opens first office in Washington, D.C.
1980	IDC acquires LINK
1981	IDC moves corporate office to Framingham; IDC Scandinavia* and IDC Federal Division established
1982	IDC Asia, France, and Italy* offices established
1983	IDC Sweden* opened
1984	IDC Canada, Norway* offices established
1985	IDC Belgium, Netherlands* offices opened
1986	IDC China* office established
1987	IDC Korea* office established
1988	IDC Financial Services Corp.* established; IDC Washington Inc.* established
1989	IDC Latin America
1990	Launch of IDC Consulting
1991	First European IT Forum
1992	IDC Research Base CD-ROM
1993	TISC and LINK Resources rejoin IDC
1994	IDC celebrates its first 30 years

* IDC office incorporated   ** Vendor service   *** User services



Pat McGovern stands outside 355 Walnut St. where it all began.

(L-R) IDC's second president John Breyer and his wife Eva; *CW* President Gary Beach; IDG board member Steve Coit and his wife Lois; and Ellie and Arthur Nelson. Nelson is a former longtime board member.

Photos by Miller Studio

David Brown, director of client and research services at TIS (c) and Lori Cardarelli, a former marketing manager at *CIO* magazine, enjoy the view from the museum's second floor balcony.

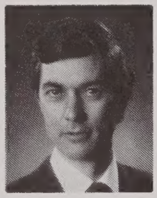
What were you doing on February 26, 1964?

On the day IDC was founded, many of the company's current employees weren't even born yet. Those who had already made their way into the world had other things on their minds.

I was a sophomore at Glenbrook North High School in Northbrook, Ill., and was practicing with the swim team at night where I struggled to break my record in the breast stroke, which was 32 seconds for 50 yards. For lunch I had a tuna sandwich, an apple, a little carton of milk and some Oreo cookies.

- **Tony Picardi**, director, software research

• • • • • •



I was sitting in a 5th grade classroom in Patterson, California. I am certain that I was not thinking about the computer industry!

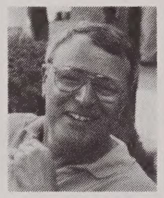
- **Kirk Campbell**, president, IDC

• • • • • •

I was probably celebrating winter carnival or drinking beer in a fraternity house at Dartmouth College, where I was a math major.

- **John Gantz**, senior vice president, desktop research

• • • • • •



Thirty years ago I was teaching elementary school in Springfield, Mass.

- **Dick Denechaud**, account manager, IDC New Jersey

• • • • • •

I was two years old and my most pressing concerns were being potty trained and having my grampa teach me to fish.

- **Steve Auerbach**, sales manager, IDC Irvine

• • • • • •

Woke up to a typically hot, dry and sunny New Zealand morning, and as I ate my caviar, kiwifruit and meusli, I pondered "How could this paradise ever be improved?" And then the truth flashed before me — surely by a great company supplying IT market research. But would it ever happen? I hoped so!

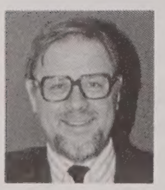
- **Jack Webber**, IDC New Zealand

• • • • • •

I was playing basketball in junior high in South San Francisco.

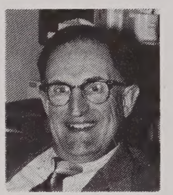
- **Steve Cooper**, director of sales, IDC West

• • • • • •



I was still in high school in a tiny town on the south coast of Norway, fascinated with nuclear physics, and I hardly had any idea what computers, not to mention information technology, was all about.

- **Per Holte Rosenkilde**, IDC Norge



I was a programmer in the design automation department at Honeywell EDP in Newton, Mass.

- **Dick Heiman**, research analyst, Systems, Software and Storage Group

• • • • • •

As a senior in high school in Bucks County, Penn., I was probably sending out college applications.

- **Nancy Meachim**, senior analyst, PC Connectivity

• • • • • •

My baby sister was born that year so I was changing a lot of diapers in 1964.

- **Madeleine Spencer**, assistant to the president

• • • • • •

Back in 1964, I was working in Seattle as a contracts manager at Honeywell on a spooky spy plane project, the SR-71, a.k.a. "The Blackbird."

- **Larry Bishop**, vice president of sales and operations

• • • • • •

Thirty years ago I was a student at St. Bernard's School in West Newton, Mass. It was the end of February school vacation, and I was probably playing in the snow. February 26 is a friend's birthday, and I was probably at her party.

- **Eileen O'Brien**, director, Terminals and PC Connectivity Programs

• • • • • •

I was at home raising two children in Framingham, Mass.

- **Marcia Rosenthal**, group administrator, International Market Research

• • • • • •

In 1964, I was eight years old, and we were living in Santa Maria, Calif.

- **Randy Perry**, consulting director, Communications Group

• • • • • •

I was seven years old and sitting in Miss Foster's second grade classroom in Quincy, Mass.

- **Laurel Peddie**, sales operation manager, IDC/TIS

• • • • • •

I was a programmer for the IBM 1440 at Woolworths Ltd. Many late nights were spent agonizing over the intricacies of assembly language on a 12K computer.

- **Graham Penn**, IDC Australia

IDG Job Opportunities Update

Monday, March 14, 1994

DIRECTOR OF BUSINESS & INFORMATION PRODUCTS (CWPI)

The ideal candidate will develop, launch, and manage all new and existing products to meet the business and information needs of the Computerworld reader. Computerworld is looking for an entrepreneurial talent who can interpret research and develop winning products. Knowledge of the information technology industry, plus strong management skills required. Excellent communication skills are necessary. The Director of Business and Information Products will have complete responsibility for this rapidly-growing department.

MANAGEMENT ASSOCIATE (PCW)

The 1994-95 PC World/IDG Management Associates Program is a 9-12 month training assignment concentrating on the business-side of magazine publishing. Associates will assist the President in developing competitive analyses. Responsibilities will also include researching the level of financial commitment, resources, and marketing strategies required to bring new publishing-related business ventures to market.

DIRECTOR OF ELECTRONIC PUBLISHING - MULTIMEDIA WORLD (PCW)

The individual in this position will be responsible for all electronic projects for Multimedia World. Duties will include CD-ROM and on-line projects, from business planning to final execution. Candidate will also be responsible for all CD newsstand promotions. Journalism or publishing experience is necessary. Knowledge of the multimedia industry required. Individual should be familiar with PC's and multimedia technology.

ADVERTISING INFORMATION ASSISTANT (PCW)

The ideal candidate will assist with the booking, billing and reviewing of advertising space in PC World. Duties will also include assisting with the Card Deck, Lotus and ancillary PC World products. Individual will be responsible for entering advertising data into the IDG TRS system and contacting salespeople for questions and assistance. Excellent communication skills required. Candidate must be IBM PC literate and be able to work in a fast paced environment.

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone
IDG	Staff Accountant	Framingham, MA	B. Thompson	(508)935-4531
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Computer Operator (2nd) Shift	Framingham,MA	B. Thompson	(508)935-4531
WEC	Director of Sales, Comnet	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Marketing Mgr. ComNet	Framingham, MA	B. Thompson	(508)935-4531
WEC	Promotion Mgr. Uniforum	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4531
CIO	Manager, Program, Services	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	Peterborough, NH	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	New England Sales Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Assistant	Irvine, CA	J. Haws	(714)250-3006
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Telemarketer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager,UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone
CWPI	Dir. of Bus. & Info. Products	Framingham, MA	G. Odeneal	(508)879-0700
CWPI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Sr. Editor/Midrange Systems	Framingham, MA	S. Perry	(508)820-8160
CWPI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	QA Specialist	San Mateo, CA.	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Events Specialist	San Mateo, CA.	D. Vieraitis	(415)312-0566
IW	LAN Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Writer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	Natick, MA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter(2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Mgr./Forecasting & Inventory	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Director of Electronic Publishing	Multimedia World, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Advertising Information Asst.	San Francisco, CA	M. Wallace	(415)978-3113
PCW	System Operator	Online, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Director, Sales & Marketing	San Francisco,CA	J. Moody	(415-978-3289
PCW	Administrative Assistant	San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Circ. Subscription Director	San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Advertising Sales Associate	Irvine, CA	N. Coy	(714)250-1307
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Manager	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Eastern Reg. Account Mgr.	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Yam	(415)286-2546

I was working at the "Wonderful World of General Electric" on systems like the GE 225 and GE 265 Mk1. Also, timesharing (a 225 plus a Datanet 30). Projects included working with the designers and builders of the Sydney Opera House. I'm sure I was also drinking beer, surfing and/or bike riding.

- **Len Rust**, general manager, IDC Australia

• • • • • •

I was shivering in an English winter studying for my "II plus" school exams.

- **Anthony Miller**, IDC Australia

• • • • • •

I was in the fifth grade at Our Lady Help of Christians in Newton, Mass., not far from The Gray House, and listening to The Beatles.

- **Ann Clark**, director of telecommunications, IDC

• • • • • •

I was in the third or fourth grade in Rochester, N.Y.

- **KimTatarka**, research director, IDC Government

• • • • • •

I was presenting market forecasts and analysis to IBM CEO Allen Moyes and his executive team.

- **Merv Langby**, IDC Australia

• • • • • •

Thirty years ago I was at home caring for two small children and playing lots of tennis to gain strength to re-enter the accountancy maze.

- **Dorothy Pratt**, IDC Australia

• • • • • •

I was preparing demand statements for IBM U.K., prior to S/360 announcements in April 1964.

- **John Blair**, IDC Australia

• • • • • •

As a bride of one month I was setting up housekeeping in Ewing, N.J.

- **Dee Clark**, librarian, IDC

• • • • • •

I was an electrical engineer for a defense contractor on Long Island.

- **Michael French**, LINK Resources

Address, telephone changes

IDG Denmark has a new telephone number effective immediately. The new number is: +45 36 199 100. The fax number remains unchanged. The office no longer has a telex.

■ ■ ■ ■ ■ ■

Electronic Marketplace Systems has moved to a new office. The address is:

2929 Campus Drive
Suite 350
San Mateo, CA 94403

Telephone: 415-286-6700
Fax: 415-286-6799

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Ed Scannell - Computerworld

TWELVE YEARS
David Vellante - IDC
Fernando Moran - IDG Spain

ELEVEN YEARS
Dorthe Theodoraki - IDG Denmark

TEN YEARS
Dorthe Christensen - IDG Denmark
Leif Rasmussen - IDG Denmark
Leslie Barton - Macworld

EIGHT YEARS
Charlie Barrett - Macworld

SEVEN YEARS
Peter Burris - IDC
Susan Slater - Network World
Paul McCloskey - GITG
Anne Foley - Macworld

SIX YEARS
Sarah McEwen - Computerworld

FIVE YEARS
Moira Gillis - CIO
Ellis Booker - Computerworld
Carol George - Computerworld
Kate Bauer - IDG Australia
Florence Delay - IDG France

FOUR YEARS
Terri Edelman - IDG Books
Christina Corbett - InfoWorld
John Kelley - IDG
Tom Mathews - IDG
Andy Ware - IDC

THREE YEARS
Janna Custer - IDG Books
Laurie Durlester - InfoWorld
Curtis Price - IDC

TWO YEARS
Aleida Hernandez - IDC
Chrystal Walden - IDCG
Leticia Lehane - Computerworld
Michael Cooney - Network World
Colleen Hurley - IDG
Christine DePedro - Advanced Systems
Lilian Christiansen - IDG Denmark
Marianne Fajstrup - IDG Denmark
Nancy Coy - Macworld
Henri Gillares-Calliat - IDG France
Matthieu Thfoin - IDG France

ONE YEAR
Sandra Kolste - InfoWorld
Eric Lewis - IDC
Thomas Clarke - IDG/CI

Blue house? Brown house? Gray house?

Test your knowledge of IDC's colorful past

1. IDC's first office was located in:

Arlington   Newtonville   Cambridge

2. What kind of car did Pat McGovern sell to raise money to launch IDC?

3. In 1981, IDC moved its corporate offices to Framingham. What was the nickname of its previous headquarters?

The Blue House
The Gray House
The Brown House

4. IDC's first product was a newsletter called the:

Corporate Planning Service
Datafile
EDP Industry Report

5. What was the original name for IDC's *The Gray Sheet*?

EDP Industry Report
Datafile
The Monday Morning Report

6. IDC's first overseas office was opened in 1969. Where was it located?

Germany   Japan   U.K.

7. According to IDC's first annual report, revenues for the company's first year of operation were:

$72,436.97
$ 54,346.05
$132,862.04

8. Today, IDC's worldwide revenues are:

$40 million
$89 million
$60 million

9. How many presidents has IDC had in its 30-year history?

8
6
4

10. Can you name the presidents?

11. Today, IDC has offices in how many countries?

12. How many U.S. employees does IDC have?

150
243
324

Answers:

1. Newtonville 2. Ford station wagon 3. The Gray House 4. EDP Industry Report 5. EDP Industry Report 6. U.K. 7. $72,436.97 8. $60 million 9. 8 10. Pat McGovern, John Breyer, Peter Rowell, Walter Boyd, Carl Masi, Tom Swithenbank, Axel Leblois, Kirk Campbell 11. 36 12. 243

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

First Latin American CW Product Line Meeting a hit
- PAGE 2

Online: GITG President Edith Holmes fields your questions
- PAGE 3

Managers share overviews of local market conditions
- PAGE 4-5

IDG *World Update*

VOLUME 24, NUMBER 12 **MARCH 21, 1994**

Latin American outlook bright, say managers convened in Florida

World Update

Attendees at the recent Latin American Managers Meeting spent time discussing a proposed regional edition of *PC World*. A follow-up meeting is scheduled for next month. From left: Ciro Villate, Guillermo Ronderos, Rafael Roldan, Oscar Barros, Kalman von Vajna Nagy and Paco Zabala.

Continuing economic growth and excellent prospects for the IT industry were reported by representatives from nine Latin American countries who attended the annual IDG Latin American Managers Meeting recently in Ft. Lauderdale, Fla.

The managers held a full day of meetings, which was followed by the two-day Computerworld Product Line Meeting for the region. (See story page 2)

IDG President **Walter Boyd** welcomed the managers and kicked off the meeting on a positive note by introducing *Computerworld* President **Gary Beach**, who talked about the turnaround engineered at the U.S. flagship. Beach attri-

- SEE PAGE 2

ETA adds new products to CD-ROM lineup

Its first product, an enterprise networking CD-ROM with information from *Network World* and IDC, launched in 1991. Since then, Emerging Technology Applications (ETA) has developed over 30 CD-ROM databases across more than 10 titles that cover information technology news, product reviews, research, site and subscriber profiles.

Over the past few months the Framingham, Mass., business unit has added a number of new products and enhancements to its array of CD-ROM and database marketing products and services.

- In the first development project with an IDG business unit outside the U.S., ETA and *Computerwoche* in Germany have teamed up to publish a CD-ROM containing one year of editorial from *Computerworld* and *Computerwoche*. The product will be released this month at the CeBIT show in Germany.
- *Network World*'s Desktop Marketing System, designed to provide market analysis and lead generation capabilities at the desktop via CD-ROM, now includes Dun & Bradstreet information on *Network World* subscribers in addition to a wide range of networking information. This

- SEE PAGE 5

Great ideas session yields money-saving tips

One popular session at the recent Latin American Computerworld Product Line Meeting was "Great Ideas," copied from the annual session at the Worldwide Managers Meeting. Some of the highlights:

- **One of the best sources of names for new subscribers is from your customers. Make deals with them to get access to their lists.**
  — CW Colombia
- **Take advantage of the tabloid size of *Computerworld* by printing a desk calendar inside the issue each month.**
  — CW Peru
- **Republish supplements and other material from sister IDG publications.**
  — CW Chile
- **Build a database of the vendor and marketing communities and use it to market seminars.**
  — CW Mexico
- **To assure good newsstand presentation, buy a couple of newsstands. If possible, buy the one right in front of the IBM building!**
  — CW Venezuela

Outlook

-FROM PAGE 1

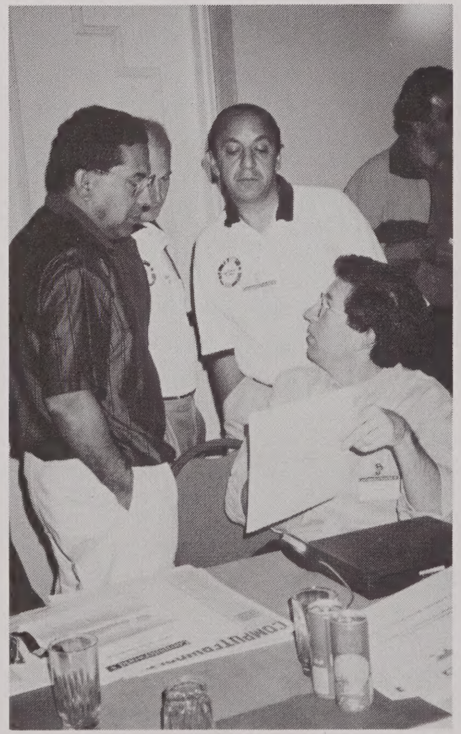
buted their success to hiring the best people possible and getting them out into the market to meet customers.

LOTUS NOTES PROJECT

IDG International Publishing Services President **David Hill** briefed the managers on the project to use Lotus Notes for distribution of IDG News Service material. The project holds much promise for delivering timely news resources into Latin countries where poor telecommunications have handicapped use of the service.

Martha Stephens and **Tom Matthews** from IDG Human Resources spoke to the managers about IDG's new international fellowship program and about ways to share resources. Pooling of insurance programs, for instance, has the potential to save money for the companies in the region.

The managers also briefed one another on the economic and market conditions in their respective countries (see roundup pages 4-5) and thoroughly debated the proposed regional edition of *PC World*.



World Update

(L-R) Oscar Barros of Chile, Rafael Roldan of Ecuador and Ruben Argento of Argentina confer with International Publishing Services' Tim Clarke (seated) during a break in this month's Managers Meeting.

Latin American *CW* meeting gets thumbs up

The first Latin American Computerworld Product Line Meeting produced by the new CW Global Product Support Center in Norway played to enthusiastic reviews earlier this month in Ft. Lauderdale, Fla. The meeting was the first of three planned for this year for Latin America, Europe and Asia.

> ***"This is the kind of meeting that it is a good use of money to attend."***
> **- Rafael Roldan**

"This was a very good meeting, a very useful meeting," said **Rafael Roldan** from Ecuador. "This is the kind of meeting that is a good use of money to attend."

The meeting, organized by **Morten Hansen** and his CW Global Support team in Oslo, featured a mix of IDG and external speakers, workshops and general sessions. The attendees addressed topics including more effective sales organizations and techniques, shared editorial resources, fighting competitors and growing circulation.

"This really was our beta test Product Line Meeting, but it came off better than we ever hoped," said Hansen. "And the wrap-up session was particularly useful. Our customers, the *Computerworlds*, told us what they want at these meetings. Now it is our job to deliver it."

World Update

Siri Herud of the CW Global Product Support Center in Norway.

The remaining Computerworld Product Line Meetings for 1994 will take place in Hong Kong April 7-9 and Oslo June 9-11. For more information contact **Siri Herud**, the CW Global Product Support Center manager at IDG Norway in Oslo.

On line

ASK EDIE

Edith Holmes, president of Government Information Technology Group, Inc., takes a turn as this week's guest columnist.

Q ***FCW's*** **main competitor, Cahners-owned *Government Computer News,* recently purchased the two largest trade shows in the federal sector, the FOSE and FedMicro shows. What is the implication of *GCN's* move? How does it affect the long-term strategy of *FCW,* IDCG and GITG?**

A Reed Exhibition Companies last month bought National Trade Productions' trio of government shows — FOSE; GovCom, which incorporates FedMicro; and Federal Imaging. Reed's purchase puts these shows under the same corporate umbrella with *GCN*, but not under the publication's management. The resulting synergy between the two units is predictable: We can expect that Reed will use *GCN* to promote these shows, and that *GCN* will receive most-favored-publication status in connection with them.

The real benefits any publication gains from a trade show are increased display advertising and visibility in the market. We have learned that there are many ways to boost both without being aligned with the show or its producer. This is even more possible as a publication or organization gains market presence and share.

FCW and GITG are taking marketing and distribution advantage of this week's FOSE show without contributing a penny to it:

- Thousands of additional issues of *FCW* are being handed to conference attendees as they enter the show.
- *FCW* is hosting a "time-out" suite where our advertisers and prospects can take a break, participate in a drawing for tickets and an all-expenses-paid trip to the Final Four [college basketball games], and learn about our latest initiative to bring focused product coverage to this market.
- IDC Government is hosting a breakfast for International Data Corp. to help promote sales of IDC's Global Data Highway study, to which IDCG's research staff contributed.
- And our fifth *FCW* Federal 100 black-tie dinner, where we honor the movers and shakers from government and industry, is being held the first night of FOSE and was sold out two weeks prior to the event.

Reed's move consolidates—and defuses—our competitors. Its immediate impact is that GITG, *FCW* and IDC Government probably will be able to exhibit at these shows again; NTP had barred our companies from buying booth space at its shows because we have said we will launch a trade show unit focused on the government market. Long term, our strategy to establish that unit, called GovTech, remains firmly in place.

Q ***GCN*** **is reportedly launching a publication about the state and local government markets. How does *FCW* plan to respond?**

A The answer to this question is its reverse: *GCN* is responding to *FCW*. We see *GCN*'s decision to launch *GCN State & Local* as a reaction to the strength of *FCW* in our core federal government market, to our alliances to produce products for all governments in the U.S., and to IDC Government's market research on state and local governments.

FCW's reach into the federal government is as strong today as it has ever been in the newspaper's seven-year history. This muscle is reflected in *FCW*'s circulation file, in the growing buying power of our 50,000 government readers and the remaining 13,500 federal integrators, resellers and manufacturers. It also can be seen in the flagship product itself and in such focused supplements as *Federal PC*, *Defense PC* and *FCW's Guide to Electronic Commerce,* and in *Federal Integrator*, which is published six times a year.

The newspaper continues to broaden and differentiate its coverage around key themes and audiences in the government market. In January, for example, *FCW* published a white paper titled "Service to the Public" in conjunction with *Government Technology*, IDC Government and Harvard University's John F. Kennedy School of Government. The 44-page white paper included articles written by these four players; it was sent as part of *FCW* and *Government Technology* to our subscribers for a total distribution of about 120,000. We are planning a similar collaborative white paper later this year on the national information infrastructure.

FCW followed up in February with a special supplement on Energy Star, the federal government's program designed to drive agency purchase and use of energy-efficient computing. *FCW* examined products that claim compliance with the program at *InfoWorld's* test center. The supplement was distributed to *FCW*'s subscriber base and ran as an insert to *InfoWorld's* 33,000 government subscribers.

In April, *FCW* and *IW*'s test center will team again to produce *Government Best Buys*, a supplement for volume buyers that reviews the performance of products available on key government contracts. Again, this supplement will be distributed in *FCW* and to the relevant portion of *InfoWorld's* file. We will produce *Government Best Buys* in July and November and expect to take distribution of this supplement deeper into the government marketplace.

Faced with *FCW*'s activities in the government marketplace, *GCN* had no choice but to respond.

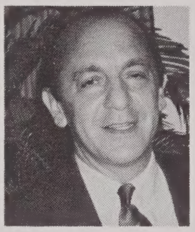
Questions for regular columnists IDG Chairman Pat McGovern, President Walter Boyd and Executive VP/Finance Bill Murphy may be submitted anonymously to* World Update *via fax 617-423-0712.

Latin managers brief colleagues on growth areas

At the recent IDG Latin American Managers Meeting each country representative gave an overview of the country situation. Here are the highlights:

ARGENTINA

The Argentine economy has been stable since 1992. The deficit has been cut and 85% of business has been privatized. Costs and unemployment are still high, but real GNP growth in '93 was 7.6%. IDG projects steady growth in a market that is expected to grow 16% in 1994. *CW Argentina* is the market leader with strong penetration in the corporate marketplace despite four competitors, two local and two international. The staff meets customer needs with numerous white papers, special reports and newsletters. A networking newsletter launches next month. More confidential newsletters for particular clients are planned in tandem with IDC. Other opportunities under study include a possible deal with a local newspaper to reach the SOHO market and a high-level conference.



Argento

— **Ruben Argento**, general manager

BRAZIL

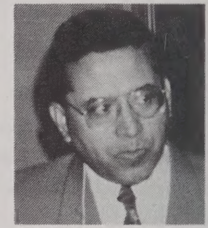
After several bad years for the Brazilian economy there is real growth under way. The country experienced 43% growth in GNP during 1993. This was reflected in a good year for IDG and expectations for an even better 1994. At the same time inflation is still running at 30% to 40% per month, so the business must be managed conservatively. In such an environment prices are increased every day and long-term contracts are indexed to the dollar. *Computerworld Brazil* is growing nicely as the only weekly IT news source in the country. The ad staff just closed a 37-page deal with Hewlett-Packard. The main goal for this year is to grow circulation. *PC World* has tough competition from both international and local titles. With the help of a new television program and ads on cable TV, *PC World* is being repositioned to attack the SOHO market and grow market share. *Connections*, the communications title, is small but growing and profitable.

Kruel

— **Ney Kruel**, general manager

CHILE

The Chilean economy is very strong and has been for 10 years. The 6% growth in 1993 was slow by recent standards. The country now exports $10 billion per year in goods, and there is great optimism for the next 10 years. The Chilean budget currently runs a surplus. *Computerworld Chile* beat plan by 16% in 1993 and expects 50% growth in 1994. Although less than two years old, *CW* has a 47% market share and a commanding lead on all competitors. In a recent reader survey 96% of the readership gave the editorial high rating. Recently *CW Chile* serialized a computer course from IDG Spain that proved so popular they were able to increase circulation rates by 100%. *CW* circulates 10,000 copies biweekly, and the staff is looking at changing to weekly frequency. The company is also spearheading the investigation of a regional *PC World* product, producing seminars and developing plans to sell advertising from Chilean software companies into other IDG Latin American publications.

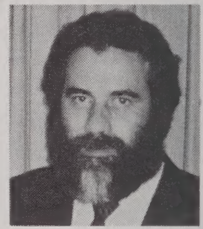


Barros

— **Oscar Barros**, president

COLOMBIA

Economic policies are changing very fast, creating new market opportunities. The import duties on IT equipment have dropped from 25% to 5%. Last year the market grew by 30%. The reduction of import duties along with aggressive marketing by such companies as Compaq and IBM has virtually killed the clone market. This has left a few large companies in the market from which advertising must come. *Computerworld* had a very successful year in 1993. It is solidly profitable and the leading IT magazine in the country. The largest and oldest competitor closed last year. Although Colombia is a small market, the staff made the decision to launch *PC World Colombia* last month to block competition in the PC area. The first issue broke even, and IBM bought 1,000 subscriptions for its best customers.

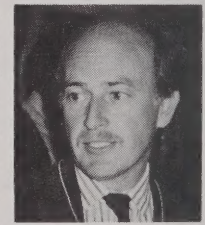


Villate

— **Ciro Villate**, director

ECUADOR

PC World Ecuador is now two years old and saw a 252% revenue growth in 1993. The 1994 target is 40% growth. Circulation is the single largest problem in Ecuador. There is little history of buying publications on subscription. The largest owner of newsstands is also the distributor of *PC Magazine*. As a result, fewer copies of *PC World* are displayed. The staff is responding by trying to increase subscriptions and making the publication more responsive. A fax response card is now included in each issue, and a product is raffled each month. The company has obtained 10 new phone lines, a major accomplishment in Ecuador, and will begin telemarketing subscriptions using a database of 40,000 computer show attendees. A weekly TV show launched this month.



Roldan

— **Rafael Roldan,** president

IDG Job Opportunities Update

Monday, March 21, 1994

The *Job Opportunity Listing* will be published in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

SYSTEMS SUPPORT SPECIALIST (IDG)

The successful candidate will provide operational and client support for a DEC VAX4500 and PC's in LAN/WAN environment. A minimum of four years experience with VAX/VMS utilities and commands required. Prior experience with Novell networks and data communications necessary.

SYSTEMS ANALYST / NETWORK ADMINISTRATOR (IPS)

IDG's worldwide electronic news service is looking for a creative and energetic technical professional to support and administer the Lotus Notes system. The individual will be responsible for managing and supporting a small NetWare network and electronic editing system. Responsibilities also include the development and maintenance of a new Notes-based information distribution system. Experience in network administration and database development required. Ideal candidate should be familiar with Notes and NetWare. Experience with OS/2, Windows and the Macintosh preferred.

ACCOUNT MANAGER (WEC)

The individual in this position will be responsible for selling exhibit space to prospects through telephone and in-person presentations. Responsibilities will also include cold calling, qualifying, and servicing accounts. Some travel required. The successful candidate should have strong presentation and negotiation skills, plus a proven ability to close sales. Knowledge of the computer industry is necessary. College degree, plus a minimum of 1-3 years of experience selling an intangible product desired.

SENIOR EDITOR (IFW)

The ideal candidate will be responsible for writing a bi-weekly technical feature article. Responsibilities will also include editing portions of the technical sections. One to two years technical feature writing experience required. Candidate will report to the Executive Editor of Enterprise Computing.

EDITORIAL CONTENT ENGINEER (IFW)

The individual in this position will help prepare magazine content for uploading to various on-line services, such as eWorld, America Online, etc. Familiarity with on-line services, the Internet and bulletin boards a plus. Experience using IBM/Compatibles with Windows and Macintosh is necessary. Knowledge of Quark Express and other related applications preferred. Strong communication skills are important. Individual will act as liaison for key InfoWorld columnists and perform general office functions.

EDITOR, ONLINE EDITORIAL (IFW)

The ideal candidate will write daily news and other articles for various on-line services. Individual will act as a moderator for on-line forums and discussions and participate in daily monitoring of InfoWorld content. This person will help design and build InfoWorld's electronic, on-line and CD-ROM-based businesses. Knowledge of business fundamentals required. BA/BS degree in communications, journalism or related field necessary. 3-5 years experience with electronic information on various services such as CompuServe, America Online, Internet etc. desired. Strong communication skills are necessary.

MANUFACTURING SPECIALIST (INFOTAINMENT WORLD)

The individual in this position will be responsible for specing, scheduling competitive bids, and coordinating production of all inserts, collateral and promotional projects. Candidate will generate print order and distribution instructions as well as manage the distribution process. 2+ years print buying and/or publishing production/manufacturing experience required. Knowledge of spreadsheets necessary. Excellent communication and time management skills a plus.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NWW/CIO/IPS/IMS	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham	Elaine Ouellette Piper Fowler	(508)935-4605 (508)935-4796
FCW/IDC Gov't/WEC LPC-PCW/IMS/ETA/Reg.Offices List Services/Research Services	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/Publish/SunWorld	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
IDG Books/EMS/IDG ASIA	Carla Neumann	(415)312-0501

IDG Job Opportunities Update

March 21,1994

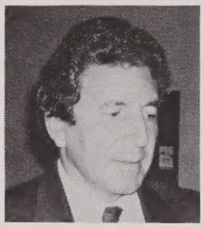
Division	Title	Location	Contact Mgr.	Phone
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Systems Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG/IPS	Systems Analyst/Network Admin	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(5080935-4734
WEC	Account Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director of Sales, Comnet	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Marketing Mgr. ComNet	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Promotion Mgr. Uniforum	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program, Services	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	Peterborough, NH	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	New England Sales Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Assistant	Irvine, CA	J. Haws	(714)250-3006
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountian View, CA	L. Connolly	(508)935-4791
IDC	Research Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
CWI	Dir. of Bus. & Info. Products	Framingham, MA	G. Odeneal	(508)879-0700
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	QA Specialist	San Mateo, CA.	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0577
IW	Editorial content Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor, Online Editorial	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Events Specialist	San Mateo, CA.	D. Vieraitis	(415)312-0566
IW	LAN Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Writer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Administrative Assistant	Natick, MA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

March 21,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter(2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Mgr./Forecasting & Inventory	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Director of Electronic Publishing	Multimedia World, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Advertising Information Asst.	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Director, Sales & Marketing	San Francisco,CA	J. Moody	(415-978-3289
PCW	Administrative Assistant	San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Circ. Subscription Director	San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Advertising Sales Associate	Irvine, CA	N. Coy	(714)250-1307
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Reg. Adv. Manager	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Director	Publish, San Francisco, CA	S. Rees	(415)978-3306
IMI	Circulation Director	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IFTW	Manufacturing Specialist	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Eastern Reg. Account Mgr.	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Yam	(415)286-2546

MEXICO


Morales

Following the passage of the North American Free Trade Agreement the country is going through a difficult period of re-evaluation. For three years the booming economy was fueled by optimism about the future under NAFTA. Now the realities of international competition are setting in. Some 70% of small and medium-sized businesses are in financial difficulty. At IDG Mexico, 50% of the customers from two years ago are gone. The 70 wholesalers of two years ago have been reduced to six. The staff of IDG Mexico believes the difficult times offer great opportunities. The IDG image and the quality of IDG products is a tremendous advantage. Because Mexico is now part of the North American marketplace with the U.S. and Canada, the staff is determined to match U.S. quality in all products. IDG Mexico is also determined to grow circulation. In the past most local publishers have lied about circulation numbers, but audits will soon come to Mexico. By that time IDG Mexico is determined to have circulation figures that will stand up to an audit better than any other Mexican publisher.

— **Henry Morales**, general manager

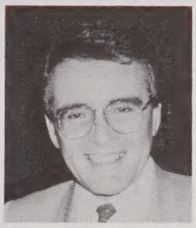
PANAMA

Ronderos

The local economy is extremely stable. Based on the dollar, it grew 6% in 1993 with an inflation rate of just 0.4%. *PC World Panama* was launched in February 1993 and shares much content with *PC World Ecuador*. The magazine circulates 1,000 copies per month, 500 paid and 500 controlled. The goal this year is to double circulation to 2,000 copies per month. The company also produces the only computer show in Panama, yielding much synergy with the publication.

— **Guillermo Ronderos**, director

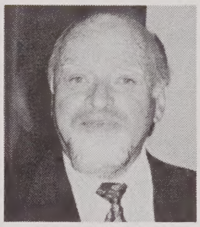
PERU


Basso

With the dramatic reduction of political violence in the country and economic restructuring, there is tremendous economic optimism. Inflation, which was 7,000% in 1990, was 45% in 1993 and is expected to be 25% this year. Privatization is proceeding and tourism is up 50%. Import duties dropped this year from 25% to 15%. *PC World*, launched in December 1991 as a supplement to *El Comercio* newspaper, is expecting 15% growth in 1994. *Computerworld*, launched in April 1993, is also seeing steady growth. The biggest obstacle to faster growth at *CW* is *PC World*! Together, the publications have 76% of the Peruvian ad market.

— **Edwin Basso**, marketing manager

VENEZUELA


Nagy

World Update photos

The country has gone through much political upheaval, and a new government took office in February. It faces challenges of a huge budget deficit, extreme corruption and poor tax collections. Like many companies, IDG Venezuela is thriving in adversity. It is 13% ahead of plan through the most difficult portion of the year. IDG Venezuela's annual survey in January found a high level of confidence in the IT industry. In January, *Mikro Computerworld* changed its name to *PC World Venezuela* to take advantage of product line synergies. The team is looking at collaborating with other Latin countries on a regional *PC World* containing a local section. *PC World* has been running 32 pages per month, but the team feels it must grow to 100 pages to dominate the market. Such growth will allow a doubling of the cover price and circulation revenue. Other plans include placing a glossy cover on *CW* so it can be sold on stands. The current product is newsprint throughout and turns yellow on the newsstands.

— **Kalman von Vajna Nagy**, president

ETA

-FROM PAGE 1

means vendors can target network IS professionals by D&B categories such as Dun's number, Fortune 1000 indicator and sales volume by location. Detailed information from *Network World*'s qualification cards is included as well.

Digital Equipment Corp. recently signed a contract with ETA that enables it to use *Network World*'s Desktop Marketing System. DEC is targeting companies that have multiple systems and hardware that require service and support. The sales divisions are using the database to identify qualified prospects, with the D&B contact information being used for further qualification, prioritization and follow up. The selected profiles are then imported into contact management databases used by the individual sales staff for further manipulation and action.

- The IDC ResearchBase is now published monthly and includes content from IDC, IDC Europe, IDC/TISC and LINK Resources. Other enhancements include multiplatform support for DOS, Windows and Macintosh; exportable data tables and streamlined access to information within each research area.

"These products demonstrate the diversity of ETA efforts to team with other IDG companies to repackage and enhance editorial, circulation and research data in developing electronically based services for their clients," said ETA President **Paul Earl**.

"This helps our sister companies leverage key franchise assets — content, brand name and customers — through technology and deliver CD-ROM-based ancillary services to their customers."

For more information on these products or opportunities to partner with ETA, contact Paul Earl at telephone 508-820-8649, fax 508-820-4396 or Email P.Earl.

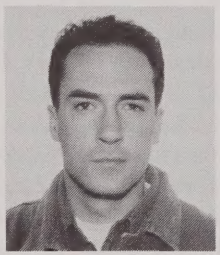
Noteworthy!

PROMOTIONS

Psyhogeos World Update

Michelle Psyhogeos, previously *Network World*'s assistant managing editor for production, will also have responsibility for the art department in her new role as managing editor. "Michelle's management skills and ability to resolve complex problems made her the obvious candidate for the job of pulling two departments together," said Executive Editor John Dix.

NEW EMPLOYEES



Schott Computerworld

Jim Schott has been hired as a sales associate to Northwest Senior District Manager Linda Holbrook at *Computerworld*'s Burlingame, Calif., office. He previously worked on business presentations and direct marketing for Mozart Systems Corp. Jim earned a BA in radio, TV and film, with a minor in English, from the University of North Texas. A devoted movie-goer, he also enjoys music and skiing.

Jaikumar Vijayan has joined *CW* as a staff writer covering PC hardware. He most recently was a student and instructor at Marquette University, where he is finishing an MA in mass communications. Prior to that Jai was a correspondent for *The Economic Times* in India. Outside the office he enjoys reading and short-story writing.

■ ■ ■

After working as a freelance copy editor for *InfoWorld* since last December, **Ross Owens** has signed on as the publication's chief copy editor. Before joining IDG he was associate editor of the *Santa Clara Valley Weekly*. Ross earned a BA from Carleton College and attended film school at the University of Iowa. He enjoys foreign films, baseball, tinkering with computers and running competitively.

■ ■ ■

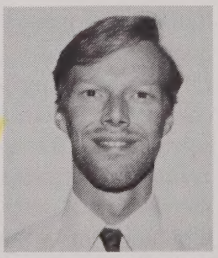
Buckingham Julie Dunn

Macworld welcomes **Lisa Buckingham** as business manager for the advertising sales department. She previously lived in Amsterdam for one-and-a-half years, where she was a project accountant for Intrum Justitia, a debt collection firm. Lisa, an avid sailor, has a BS in math from the State University of New York at Stony Brook and earned an MBA in business analysis from San Francisco State University.

■ ■ ■

After working on a contract basis since May 1993, Graphic Designer **Jennifer Steele** is on official part-time status at *Publish*. She previously worked at Top Copy Graphics. Jennifer has a BFA in graphic design from the Portland (Maine) School of Art and enjoys sailing and biking in her free time.

■ ■ ■



Busse IDG News Service

Torsten Busse has returned to the IDG fold as the Munich correspondent for the IDG News Service. Before his most recent post as staff writer for *Communications Week*, Torsten was with *InfoWorld* from 1991-1993 as an intern, reporter and senior writer. He earned a BA in American Studies from San Francisco State University and enjoys film, photography and politics in his spare time.

Chairman's achievers

Sylvia Krammer
Assistant to the General Manager
IDG Austria

Krammer IDG Austria

Sylvia joined IDG Austria four years ago as a subscription manager and within six months was promoted to be General Manager Manfred Weiss' assistant. In addition to continuing her subscription management responsibilities, she also became involved in all non-advertising-related business such as seminar and event management, sales of *Computerworld*-edition books and Computerworld Online.

According to Weiss, Sylvia's "careful, reliable, quick and effective" efforts have paid off in terms of increasing the number of paid subscriptions, generating revenue through ancillary products and controlling overall costs.

To nominate a Chairman's Achiever, managers may request a form from the IDG Chairman's Office, fax 617-859-8642.

Infotainment World's ranks continue to expand. **Amy Nibbi** has signed on as circulation coordinator, handling customer service for all the publications and fulfillment for *SWATPro*. Amy graduated last spring from St. Mary's College with a BS in business administration and enjoys traveling, baseball and hanging out with friends and family.

System Analyst **Sal Conigliaro** was a senior service technician at Whole Earth Access before joining IDG. He has a degree in computer science from Cogswell College and is an avid skier.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Joan Pinsky - Network World
Pamela Valentinas - Network World

ELEVEN YEARS
Cynthia Sparrow - IDC

NINE YEARS
Terry Lee - IDG Australia

EIGHT YEARS
James Brown - Network World

SEVEN YEARS
Patricia Sims - IDG/CI
Renee Savell - IDG
Susan Cardoza - Computerworld
Richard Villars - IDC
Michele Winiker - IDC
Karman Cheng - Asia Computerworld

SIX YEARS
David Zink - Integrated Media Inc.

FIVE YEARS
Judy Bonasoro - IDG
Per Landin - IDG Sweden

FOUR YEARS
Maureen Roberti - IDG/CI
Lynda Radosevich - Computerworld
Sara Messmer - Network World
John Goddard - PC World
Corinne Cox - PC World
A.G. Germano - Multimedia World
Ricky Liu - Asia Computerworld
Pasquale Meyer - IDG France

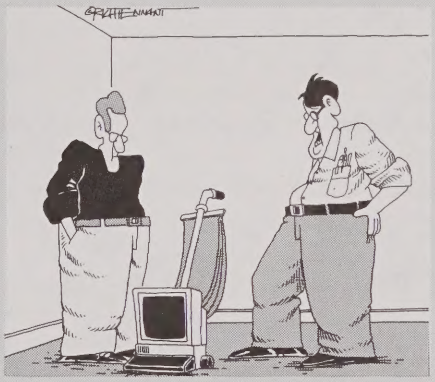
THREE YEARS
Stanley Corker - IDC
Randy Ross - PC World

TWO YEARS
Louise Donahue - IDG World Expo
Judith Kokernak - Computerworld
Nancy Hannagan - IDG/CI
Birgitte Naumann - IDG Denmark
Robert White - IDC U.K.
Dominique Mercenne - IDG France
Hélene Truffaut - IDG France

ONE YEAR
Ken Vitagliano - IDG World Expo
Denise Bove - IDG/CI
Amy Koulouris - Network World
Kris Cunningham - InfoWorld
Thomas Hernandez - Publish
Martin Jobeus - IDG Sweden
Ingvar Siverling - IDG Sweden
Ken Kainuma - IDG Japan
Emmanuel Bustamante - IDG Venezuela

Off line

Congratulations to all our enthusiastic caption contributors. Winner Rick Popko will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



"Yes, but does it do Windows?"

**— Rick Popko,
IDG Central Services**

HONORABLE MENTIONS:

"Actually, it has just one big vacuum tube in it."
— Marc Calvanico, *InfoWorld*

"The import speed's phenomenal, but sorting is still a problem."
— John Spragens, *InfoWorld*

"Hey, all I told the sales guy was I wanted to multitask."
— Jeff Pederson, *Macworld*

"This brings new meaning to the term 'garbage in-garbage out'."
— Dan Carney, *Federal Computer Week*

"The mainframe offers more power, but you'll love this unit around tight areas."
— Steve McGill, *Macworld*

"It cleans the carpet OK, but it doesn't do Windows."
— Garry Vlass, IDC

"This is not exactly what I meant when I told you to use vacuum technology for circuitry, Larry."
— Timo Tolsa, *Tietoviikko*

"This is my new 'interactive' vacuum, so I can clean my way down the data superhighway!"
— Rebecca Patton, Infotainment World

"I said 'VAX" not Vacs'!"
— Paula Connor, *Network World*

"Hey, why not? It answers my phone, it does my taxes. Soon, I'll have it doing my Windows."
— Joe Mola, *Computerworld*

Do-er's profile

Anne Ryder

HOME: Menlo Park, California

PROFESSION: Research assistant to *InfoWorld* Publisher/CEO

JOINED IDG: October 1986, at *Network World* for three years. After a brief hiatus, joined IDG Communications Japan in July 1990. From there, joined *InfoWorld* December 1992.

BEST PART OF YOUR JOB: The great people I work with.

LATEST ACCOMPLISHMENT: Helping to organize a tutoring program for disadvantaged children.

MOST CHALLENGING PART OF YOUR JOB: The zillion details.

OUTSIDE INTERESTS: Hiking, reading, spiritual growth

GOAL IN LIFE: To attain and maintain peace of mind and serenity, and to appreciate and learn from each moment and each person.

ANOTHER PROFESSION YOU'D CHOOSE: Be a physician.

THREE ITEMS YOU WOULD BUY ON A LIMITLESS SPENDING SPREE: A wine chateau in France, a ranch in Sedona (Arizona), and a plane to fly between them.

WHAT RENOWN FIGURE WOULD YOU WANT TO SPEND ONE DAY WITH? The Dalai Lama

WHAT WAS THE ONE THING YOU WERE SCARED OUT OF YOUR WITS TO DO BUT IN RETROSPECT ARE GLAD YOU DID? Trekking in the Himalayas without a Sherpa guide.

WHAT IS THE BEST WAY ANYONE COULD COMPLIMENT YOU ABOUT YOUR WORK? Tell me it enhances the success of the organization overall by serving the customer.

MANAGER'S PROFILE: Anne is dangerously versatile. She is endlessly considerate, especially to the many people who call our office in their varied states of anxiousness. She seems to speak Japanese, even when not ordering sushi. She is a resourceful researcher — and her wry wit always leaves me wondering what she meant by that.

- ***Bob Metcalfe**, pubisher/CEO, InfoWorld*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

InfoWorld introduces new awards at annual sales meeting
- PAGE 4

Off-site: *Macworld's* Niki Stranz makes music by moonlight
- PAGE 5

Computerworld employee celebrates 10 years of service
- PAGE 8

IDG World Update

VOLUME 24, NUMBER 13

MARCH 28, 1994

HR's U.S. sales training program gets high marks

Midway through its first year, the IDG Corporate Human Resources' Sales Education Program is being hailed by participants as an unqualified success. A series of one-day, highly targeted classes, the program is proving a cost-effective way for sales personnel throughout IDG to brush up on crucial skills.

The program got its official launch last September with the Technology Trends Briefing Session presented by IDC. This one-day session, a scaled-down and custom-tailored version of IDC's annual Briefing Session, provided participants with updates on market and industry trends in specific technology sectors, which they could then use to help their clients with their own market plans. This session will be repeated each September.

In January, 14 people attended "Successful Selling Skills," designed to help those new to display ad sales, telemarketing or inside sales build a solid foundation in sales techniques.

"This seminar contained a lot of great information on getting to the decision-makers," said **Leslie Piper**, an account rep

-SEE PAGE 2

Asia Computerworld unit embraces decentralization

Decentralization has come to Asia Computerworld Communications Ltd. Previously, the division's management team was based in Hong Kong and was also responsible for operations in Singapore and Malaysia. As of April 1, the wholly owned subsidiary will become two separate business units.

Melvyn Bennett and **Micaela Almeida**, who together have 21 years of service to IDG, have been named joint managing directors of IDG Communications Hong Kong. The company will continue to publish *Computerworld Hong Kong* and *PC World Hong Kong*.

In Singapore, former *CW Southeast Asia* and *CW Malaysia* Managing Editor **Tim Wilson** has been tapped to be managing director of IDG Communications Singapore Pte Ltd. He will be primarily involved with customer relations and charting the course of the new company. **Michelle Wong**, previously the administration manager, will oversee day-to-day administration in her new role as general manager. The company will have an office in Malaysia.

IDG Singapore will continue to publish *Computerworld Southeast Asia* weekly, and *Computerworld Malaysia* will be published monthly. However, IDG is negotiating to transfer *PC World Singapore* and *PC World Malaysia* to licensees in both those countries.

> *"The market in Singapore is quite different from the market in Hong Kong. Now, as an independent business unit, we are free to chart our own direction as and when the market dictates."*
> - Tim Wilson

The new structure will enable both companies to concentrate on the markets geographically closest to them. IDG Hong Kong is trying to establish a paid subscrip-

-SEE PAGE 2

Decentralization

-FROM PAGE 1

tion base in southern China by targeting the growing number of joint-venture companies flocking to the PRC's Special Economic Zone along the border. According to Bennett, the long term goal is to have 70% readership in Hong Kong and 30% in Southern China for *CW Hong Kong*.

The publication will also continue its recent initiative to draw on IDG expertise within China to develop stories. Four employees of IDC Beijing are listed on *CW Hong Kong*'s masthead as editorial correspondents.

While Wilson noted that the Singapore and Malaysia offices enjoyed an excellent working relationship with Hong Kong under the old arrangement, it became increasingly challenging for the managers to supervise Singapore from a distance as business expanded in both countries. "The market in Singapore is quite different from the market in Hong Kong," Wilson said. "As an independent business unit, we are free to chart our own direction as and when the market dictates."

CW Hong Kong turns 10

COMPUTERWORLD HONG KONG'S

CW Hong Kong

Close to 100 industry guests and staff celebrated *Computerworld Hong Kong*'s 10th anniversary at a cocktail party in February. Members of the *CW Hong Kong* team, from left: Peter Fan, Don Tennant, Teresa Lin, Karman Cheng, Paul Kelly, Theresa Lui, Ricky Liu, Vera Chan, Micaela Almeida, Molly Leung, Melvyn Bennett, Colleen O'Hara, Anna Foley, Emily Gin and Regina Keung.

Training

-FROM PAGE 1

at *PC World*. "It was particularly useful since it was specifically focused on selling ad space, and the instructor was just wonderful."

The following month, a number of Boston-area employees attended "Letters that Sell." The workshop focused on creating customer-focused documents designed to grab attention and increase sales.

"In my job I have to write a lot of proposals," said **Nancy Robinson**, national sales manager for the VAR Database at Computerworld's Database Division. "This class has really helped me write more effective and organized letters. I use the techniques we worked on all the time."

"Particularly beneficial were the seminar's built-in modules that allowed attendees to develop a writing product for a 'live' selling situation and let the group submit multiple examples of live correspondence for one-on-one, positive critique by the trainer," added **Derek Hulitzky**, *CW* marketing director, recruitment ad sales.

"I came away with solid tips to improve response to our communications. In fact, some were so useful that I forwarded them to our entire sales staff."

UPCOMING PROGRAMS

Still upcoming are "Creative Marketing Solutions," which is being held on both the East and West coasts, May 3 and April 13, respectively; "Research that Sells," which will be offered in late April or early May; and an IDG-wide Sales Management Conference being organized by *CW* Associate Publisher, Senior VP/Sales **Kevin McPherson** and slated for April 25-26 in Dallas.

The Sales Management Conference is an intensive two-day meeting hosted by IDG consultant Bob Miller that will explore a variety of magazine sales management issues in both large-group and roundtable discussions. The meeting will also feature a panel of vendors who will discuss the decision process involved in allocating resources for advertising vs. other options.

IMPROVE PERFORMANCE

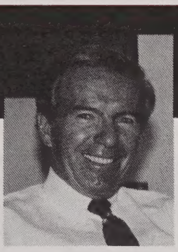
"These programs provide an opportunity for participants to share knowledge and ideas with their colleagues, refine skills and reinforce practices that improve sales performance," noted IDG Vice President Corporate Human Resources **Martha Stephens**.

"IDG wants to be known in the marketplace as having the most informed and most valued sales people — people who are seen as masters of their craft as well as marketing partners with their customers."

Courses are taught by outside consultants and are open to all interested sales and marketing employees. Contact **Matt Somers** at 508-935-4514 for more information on any of these programs.

On line

ASK BILL



Q As the chief money man of what must be one of the world's most decentralized companies, how do you police it? I am not suggesting that there are dishonest people in IDG, but where money is concerned, you need controls.

A We have a number of control mechanisms in place beginning with a uniform Accounting Policy and Procedures Manual that is used worldwide. Along with an internal audit team based in London, we use our outside auditing firm, Deloitte & Touche, to do directed reviews of certain operations during the course of the year.

Every IDG business unit undergoes a year-end audit by an independent auditing firm; in most countries that is Deloitte & Touche. The scope of the audit is determined by IDG financial personnel in concert with Deloitte & Touche.

Along with internal and external audit there is extensive monthly financial reporting that provides us with a window on all of the operations worldwide.

Q Can we revisit one more time the subject of company credit cards? I thought I read six months ago that IDG was going to start using them.

A I am pleased to report we have initiated a company credit card program. *InfoWorld* started the program as a pilot project two months ago and the results will be discussed at an upcoming Financial Manager's Meeting in April. Barring any major problems, I expect the program will quickly spread to all U.S. business units.

Q According to the January 1994 Corporate Profile on the GE BusinessTalk system, IDG last year posted worldwide gross revenues of over $980 million. This puts us tantalizingly close to the $1 billion mark. Can I assume we are on track to reach that milestone in 1994?

A You can safely assume we are on track to reach that milestone in 1994.

Q In the first quarter of 1994 IDG's profits were 60% ahead of plan. Have we maintained that same momentum into the second quarter?

A We did maintain the momentum going into the second quarter. Through the end of February our operating profit was 45% ahead of plan and 232% ahead of the comparable period last year!

Q If an IDG business unit were to go public, would employees have first crack at purchasing stock? Would it be available to employees as a whole, or at least employees of that business unit, at any kind of a discount?

A Stock purchase plans for employees cover only the employees of the business unit going public. Consideration of a stock purchase plan obviously has to be tied in with other benefit plans being provided as well as the capital structure of the public entity.

As I've stated before, no decision has been made to take an IDG business unit public, nor is it likely any decision will be made in the immediate future.

Questions for IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy may be submitted to World Update anonymously via fax 617-423-0712.

Attention: U.S. Editors

IDG will hold its U.S. Editors Meeting on June 26-28 at the Norwich Inn & Spa in Norwich, Conn.

For further information, please contact Cheryl Crivello at Network World in Framingham, Mass. Her phone number is: 508-875-6400, ext. 403.

IMI shuts down NeXTWORLD

Integrated Media Inc. announced on March 21 that it has suspended publication of *NeXTWORLD*, its three-year-old magazine that was dedicated to the market for NEXTSTEP products and services.

The April issue of *NeXTWORLD* will be printed and distributed on schedule. However, work has ceased on future issues as well as on the NeXTWORLD Expo trade show, which IMI formerly produced in association with NeXT Inc. and Digital Consulting.

"This is a sad day for those of us who have worked hard to produce a quality magazine in support of the NEXTSTEP market," said **Dan Ruby**, *NeXTWORLD*'s editor and publisher. "However, market conditions are such that it is no longer viable for IMI to continue publishing a magazine dedicated to NEXTSTEP."

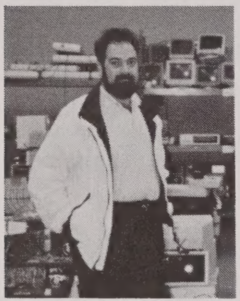
Pending negotiations with other publishers for a possible sale of *NeXTWORLD*'s assets, paid subscribers to *NeXTWORLD* will receive issues of *Advanced Systems*.

Ruby will remain at IMI for an indefinite period to explore other business options at IDG. Other employees are being offered opportunities to interview for positions within the company.

Foundation gives used PCs a new lease on life

Equipped with computers donated by the East West Educational Development Foundation, the IDG Chairman's Council plans to recruit employee volunteers to teach desktop publishing skills to underprivileged children at a Framingham social service agency.

This is just one example of how East West has breathed new life into outdated and surplus equipment. Three years after IDG Chairman **Pat McGovern** contributed seed money to get it started, the foundation has turned into the United Nations of recycled computer distribution.


East West

East West Director Alex Randall at his warehouse.

Outside the U.S., computers are being used to help promote human rights, free market economics and education for democracy development in more than 40 countries. Earlier this month, 50 computers were shipped to the Ukraine to help get out the vote in the country's mid-March elections. In the U.S., beneficiaries have ranged from the Waltham Committee for Battered Women in Massachusetts to Hands Across Watts in Los Angeles.

East West relies on corporate and individual donations and welcomes donations from all IDG offices — many of which have been generous in the past — and clients. For more information about how to give surplus or outdated equipment a new life, contact Alex Randall at the East West Foundation, 55 Temple Place, Boston, Mass., 02111, phone: 617-542-1234, fax: 617-542-3333. For editors and publishers interested in publicizing the foundation's mission, camera-ready ads are available.

Olympic fever spreads to annual *InfoWorld* National Sales Meeting

Drawing on the events in Lillehammer as inspiration, *InfoWorld* fired up its competitive spirit at the *InfoWorld* National Sales Meeting late last month.

Each group adopted a team name, motto and color and tried to outdo colleagues in a variety of sales-related events.

A "science fair," for example, showed off merchandizing projects and other sales tools that have been particularly effective. During a mock game show, contestants answered questions that tested their knowledge of *InfoWorld* readers, based on results of the recent Simmons CompPro study. Teams earned extra points for best motto and team spirit.

InfoWorld

***InfoWorld*'s East Coast sales team — also known as "Los Lobos" — earned the gold medal during *InfoWorld*'s sales Olympiad. Front row (l-r): Vicki Gonin, Carol Fountain and Steve Moylan. Back row (l-r): Cindy Zuck, Steve Martin and Jim Shannon.**

NEW SALES AWARDS

Two new sales awards were unveiled during the kick-off dinner at the Monterey Bay Convention Center in California. Southwest Regional Manager **Reinelle Hicks** and New England Regional Manager **Vicki Gonin** earned the "Lion's Pride Award" given to the salespeople with greatest market share. "Communicator of the Year" went to Southern California Regional Manager **Karen Niles** for being the salesperson who made the best use of Lotus Notes to strategically manage her territory.

Business Week signs on to *CW* classroom effort

The East West Foundation is one of four organizations participating in a "virtual foundation" started by *Computerworld* President Gary J. Beach last year. The Computers For Classrooms Foundation has no staff and exists purely as a public service print ad campaign. The ad encourages surplus hardware, software and peripheral donations to local schools and also lists the phone numbers of East West, Gifts in Kind America, The National Cristina Foundation and Buddy-Up with Education.

COMPUTERS FOR CLASSROOMS

While several IDG publications have run the ad, Beach has also been urging publishers of business publications to pick up the campaign. His efforts paid off on March 7 when *Business Week* became the first non-IDG publication to run the full page CFC ad.

IDG Job Opportunities Update

Monday, March 28, 1994

PRESENTATION SPECIALIST (IDG MARKETING SERVICES DIVISION)

The ideal candidate will produce audiovisual presentations for use in client meetings and major IDG events. Experience working with Macromind Director, Persuasion, and PhotoShop is necessary. Knowledge of PageMaker, Infini-D, FreeHand, QuarkXPress desired. Excellent communications skills a must.. Travel required.

TECHNICAL WRITER (IDG NEWSLETTER CORPORATION)

The individual in this position will help write and edit newsletters for software users. Ideal candidate should have extensive experience in at least two of the following applications: MS Word, Excel, Powerpoint, Access, Quattro Pro/Win, Word Perfect/Win and Paradox/Win. Excellent communications skills are necessary.

INSIDE SALES REPRESENTATIVE (NW)

The individual will be responsible for telephone sales and full account management of targeted product advertising accounts. Sales will include print advertisement in ActionCenter, Response Card Decks and Marketplace. Candidate will maintain their own database of clients and be responsible for sales in a specific territory from prospecting to closing. Requires an individual with 2-3 years inside sales experience who is highly organized, computer literate and has excellent communication skills. MAC experience and advertising sales experience a plus.

SENIOR ANALYST / PC CONNECTIVITY (IDC)

Ideal candidate will be responsible for assessing market trends in the mainframe and midrange traditional terminal and controller markets and PC desktop connectivity/emulation arenas. Five years industry or research experience (with emphasis on IBM desktop communication and connectivity issues) is desirable. Excellent communication skills are necessary. Strong analytical and organizational skills a plus. Candidate will have frequent contact with vendor clients and end users.

ASSOCIATE EDITOR (IDC)

The individual in this position will be responsible for researching, writing and coordinating the publication of IDC's semi-monthly newsletter *The Gray Sheet*. Duties will involve taking story ideas from outline to finished product. Excellent communication skills are required. The ability to work independently and meet deadlines is necessary. Candidate should have project management skills as well as an in-depth understanding of the IT industry.

RESEARCH MANAGER - UNIX & AOE SOFTWARE (IDC)

This position will be responsible for writing all major market reports in the UNIX & AOE software market. Candidate must possess knowledge of database and tools on UNIX, NT and NetWare. BSCS/BSEE or equivalent is necessary. Quantitative research skills desired. MBA a plus.

PART-TIME ADMINISTRATIVE ASSISTANT, MARKETING (IDC)

The individual in this position will provide clerical support to the corporate and group marketing staff. Responsibilities will include data entry, press and prospect mailings and providing support for marketing projects. Knowledge of MS Word, FileMaker Pro, PageMaker, Excel and Quark Xpress is required. Excellent communication skills are necessary.

VICE PRESIDENT OF INFORMATION SYSTEMS (CWI)

Ideal candidate must have a detailed knowledge of Client Server Technology. Experience in computerized publishing and production, electronic mail, LAN's, salesforce automation and group oriented technologies required. BS in computer science with 8-12 years or progressive technical and managerial experience required.

FLUEGELMAN INTERNSHIP (IW)

The successful candidate will be exposed to all aspects of the editorial production process including layout, headline-writing and proofreading functions. The intern will be exposed to the news gathering process and the integration of art into the process. Responsibilities will include learning QuarkXPress and Microsoft Word. Excellent communications skills are required. Interest in the computer industry a must.

PERFORMANCE ANALYST (PCW)

PC World is looking for a computer professional to develop, run, and report tests on a variety of PC hardware and software products. Qualified candidate should possess a thorough understanding of microcomputer technology. Knowledge of PC hardware and business software is necessary. A bachelor's degree or the equivalent is required. Familiarity with programming languages and performance characterization preferred.

REGIONAL ACCOUNT MANAGERS - CA / IL / NJ (INFOTAINMENT WORLD)

The primary responsibilities in these positions include advertising sales, prospecting, qualifying, customer support, file maintenance and report generation. Demonstrated closing and creative problem solving ability a must. Excellent communication skills required. Five years advertising sales experience necessary. Prior sales experience in the consumer publishing industry and knowledge of entertainment products and marketplace preferred. Travel required. Positions are located in California, Illinois, and New Jersey.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette Piper Fowler	(508)935-4605 (508)935-4796
FCW/IDC Gov't/WEC/ LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/ Publish/Advanced Systems	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611

IDG Job Opportunities Update

March 28,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Presentation Specialist	MSD, San Francisco, CA	C. McAndrews	(617)534-1210
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Systems Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	J. Pierce	(617)422-8040
IDG/IPS	Systems Analyst/Network Admin	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Account Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director of Sales, Comnet	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Marketing Mgr. ComNet	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Promotion Mgr. Uniforum	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	Peterborough, NH	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	New England Sales Rep.	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Sr. Analyst, PC Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Mgr.-UNIX & AOE	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
IDC	Research Director,TISC	Framingham, MA	L. Connolly	(508)935-4791
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Dir. of Bus. & Info. Products	Framingham, MA	G. Odeneal	(508)879-0700
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Copy Editor	Framingham, MA	A. McCrory	5080820-8205
CWI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	QA Specialist	San Mateo, CA.	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Fluegelman Internship	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0577

IDG Job Opportunities Update

March 28,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Editorial Content Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor, Online Editorial	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Events Specialist	San Mateo, CA.	D. Vieraitis	(415)312-0566
IW	LAN Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter(2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Forecasting & Inventory	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Director of Electronic Publishing	Multimedia World, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Advertising Information Asst.	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Director, Sales & Marketing	San Francisco,CA	J. Moody	(415-978-3289
PCW	Administrative Assistant	San Francisco,CA	D. Sheridan	(415)974-7345
PCW	Circ. Subscription Director	San Francisco,CA	H. Martin-Maier	(415)978-3302
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
IMI	Circulation Director	Publish, San Francisco, CA	S. Rees	(415)978-3306
IMI	Circulation Director	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IFTW	Reginoal Account Mgr.(4)	San Mateo/New Jersey/Chicago	J. Sieling	(415)286-2515
IFTW	Manufacturing Specialist	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Yam	(415)286-2546

Off-site

A little night music: *Macworld* employee nurtures second career

If anyone ever needed more hours in the day, it would have to be *Macworld*'s **Niki Stranz**. "Basically, I've got two lives going on, and they both take the utmost attention and maintenance," she explained, looking calm and well-rested despite the average of less than four hours of sleep a day she gets by on.

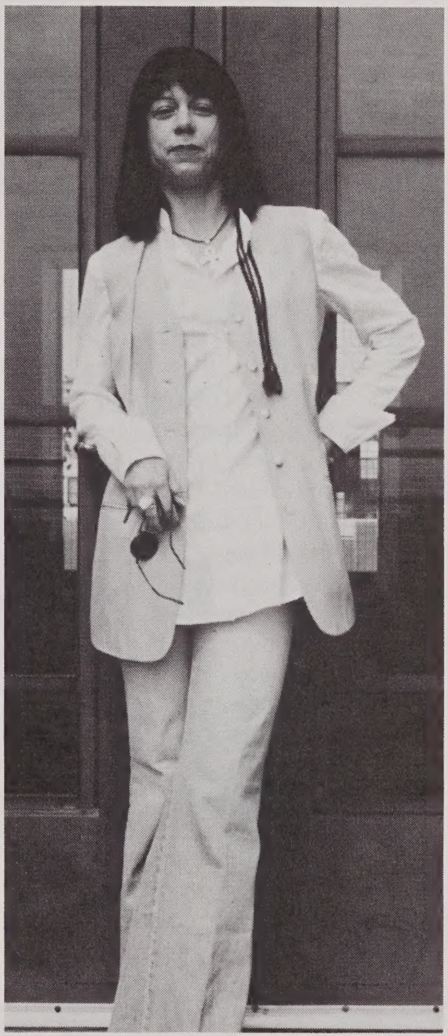
By day, Niki, who celebrated her 10th anniversary with IDG last year, is an account manager for the Macworld Shopper, a job she says suits her personality since "selling is really a creative endeavor." Her nights are spent indulging her passion for music — both as a songwriter and a performer — in the studio she and a partner opened just over a year ago in nearby San Mateo, Calif.

Niki, whose musical roots stretch back to the piano and oboe lessons she began as a 10-year-old, joined her first rock band at age 18. Since then she has performed with six different bands, the last of which "went down in flames when our drummer got into EST" and inspired the name for her studio, Phoenix Bay Studios.

Niki says she has written "a million" (give or take a few thousand) songs to date, a handful of which she has sold to a London-based music broker. Brokers control libraries of songs that they purchase the rights to from the artist. They can then sell them to other artists or record labels.

MUSES AT MACWORLD

Co-workers might want to check out the lyrics to her more recent endeavors. "I'm always running around with a pen and paper. I get ideas from conversations with people; my colleagues unwittingly give me ideas, my clients give me ideas. Sometimes the idea will come in a minute, and sometimes it'll take weeks. Writing a song is a process of getting an idea and building an entire story around it."



Julie Dunn

When she's not selling ads for *Macworld*, Niki can generally be found making music in the studio she and a partner opened last year in nearby San Mateo, Calif.

When Niki first joined *Macworld* she was singing with a punk band and needed a more steady source of income. "Often I would get home from singing at 5 a..m., sleep a couple of hours and turn around and go to work. Sometimes, at lunch I'd get into my car, drive around the corner where no one would see me and sleep for an hour," she now admits.

CHEMISTRY AND COMMON SENSE

Since then, Niki, who puts in about 20 hours a week at her studio, has trained herself to get by on less sleep. She credits her ability to function on just a few hours of sleep to her diet. "I just don't eat junk food and am largely a vegetarian. I am also very careful about combining foods. It's chemistry and common sense really. Investing in training your body for maximum run time is one of the most basic disciplines in life. I also think my training as a dancer has paid off by making me physically aware of what my body can and cannot take.

"And being aware of your limits is important," says Niki. "Performing live regularly can be a total burn-out — especially if you have to be at work in the morning."

JINGLES TO DANCE MUSIC

While music will always be an integral part of Niki's life, she no longer feels an overwhelming urge to trade her desk job for a 12-city tour. "My goals have changed regarding the music I write. I work on producing my own and other people's music, and I've worked on everything from jingles to radio shows to club dance music.

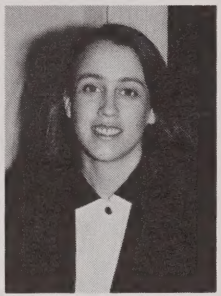
"I anticipate I will always be involved in recording, but I am certainly less possessed with being the touring rock star. We recently sent a friend off on a tour we are calling the "Snow Tour" because he spent months freezing on a tour bus playing the Tuesday night club scene in tiny mountain towns with bad food.

"Recognition in this business is a total crap shoot. It can milk the spirit out of the strongest people. Still, we all dream," she adds.

Do you know someone with an unusual hobby or avocation who might make an interesting subject for an Off-site profile? If so, please contact *IDG World Update* by phone, fax or E-mail and tell us about your idea.

Noteworthy!

PROMOTIONS, ETC.



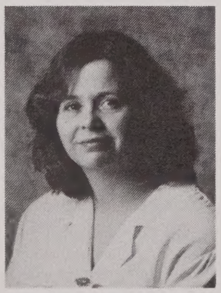
Fellows World Update

Amy Fellows, assistant credit manager for IDG since December 1990, has been promoted to corporate credit manager. "I am delighted to appoint a colleague so competent and talented as Amy who can immediately fulfill the requirements of this extremely important position within IDG," said Vice President and Corporate Controller Ted Bloom.

■ ■ ■

Design Associate **Kim Morneau** has been promoted to graphic designer at *CIO*. "Kim has grown significantly as a designer over the past two years," said Art and Design Director Mary Marshall. In addition to her feature designs in each issue, Kim has designed several covers and developed the new format for the table of contents, and she will be the primary designer for the upcoming CIO 100 issue. "Kim will continue with each issue to make our material look fresh and new," Marshall said.

■ ■ ■

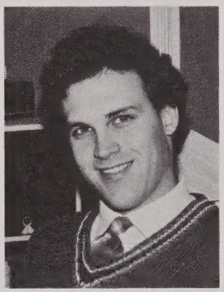


Ambrosio Computerworld

Computerworld has announced a host of promotionsand new responsibilities. **Johanna Ambrosio** will have principal responsibility for producing the weekly technical sections, in partnership with Sections Editor Jim Connolly, in her new role as assistant technical sections editor. "Johanna is one of the most experienced and respected journalists in the business," said Editor Paul Gillin. "She brings to her new position not only strong news judgment but also a talent for passing along the benefit of her knowledge to others."

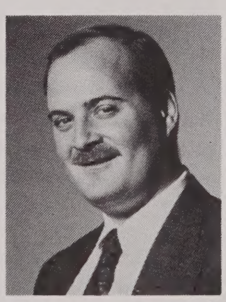
Brandel World Update

Mary Brandel, senior editor of the *CW Guides* for the past three years, has left the features staff and joined the news team as a senior writer. She is covering the East Coast minicomputer vendors as well as the storage market. A five-year *CW* veteran, Mary has moved from the copy desk to technology reviews and now into news. "Mary has succeeded in each of her roles at *Computerworld*, and the combination of her natural inquisitiveness with her knack for organization and presentation will make her an asset to the news staff," Gillin said.



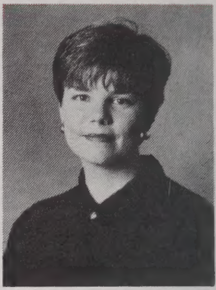
Fitzgerald World Update

Michael Fitzgerald has been named senior editor of personal computing and will take on a beat focusing on portable and mobile computing. He joined *CW*'s Chicago bureau in 1990 "and has built a reputation as one of the best PC hardware reporters in the industry," Gillin said.



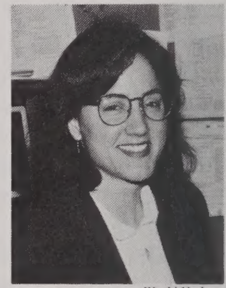
Hoffman Computerworld

Tom Hoffman has been promoted to senior correspondent in the Rochelle Park bureau. He has been with *CW* for two years, covering the busy New York user community as well as Computer Associates, Unisys and several major mid-Atlantic vendors. "Tom has been one of our most reliable and hard-working reporters since the day he got here," Gillin said. "He also sets a standard for our staff in his attention to the needs of the reader."



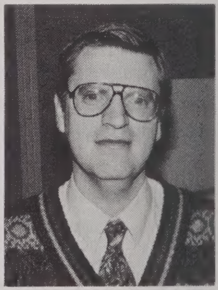
Nash Computerworld

Kim Nash has been named senior correspondent in the Burlingame, Calif., office. She has been with *CW* for five years, first as an intern and then a researcher and staff writer. "Recently Kim has covered the very important database management beat and quickly established herself as one of the best in the business in that area," Gillin said.



Radosevich World Update

Lynda Radosevich has been promoted to senior writer, covering electronic mail and groupware. She joined *CW* a little more than a year ago from *Lotus* magazine and, according to Gillin, "proved quick on the uptake with some very technical topics and quickly began beating *CW*'s competition in their own back yard."



Sullivan-Trainor WU

Michael Sullivan-Trainor, formerly research manager for *Computerworld*, is now in charge of the Computerworld Buyers' Guide. Mike was the founding editor of the Premier 100, now in its seventh year, and has directed the Buyer's Scorecard research since its inception three years ago. In his new role, Mike will be responsible for more tightly integrating *CW*'s comparative product research with the Guide content.

***IDG World Update* would like to include more non-U.S. entries in the Noteworthy section. Please send information regarding promotions, new hires and transfers to us at fax: 617-423-0712.**

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Dieter Eckbauer - IDG Germany

EIGHTEEN YEARS
Rainer Oberländer - IDG Germany

SIXTEEN YEARS
Ursula Sauter - IDG Germany

FIFTEEN YEARS
Josef Lohner - IDG Germany
Walter Schönberger - IDG Germany

FOURTEEN YEARS
Klemens Paunert - IDG Germany

THIRTEEN YEARS
Shirley Ingram - IDG Australia

TWELVE YEARS
Bernhard Weeser-Krell - IDG Germany

ELEVEN YEARS
Juan Manuel Sáez - IDG Spain

TEN YEARS
Hermann Weisbrod - IDG Germany

NINE YEARS
David Ushijima - Macworld Japan
Aromi Rajon - IDG France
Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain

EIGHT YEARS
Joanne Hoffman - Macworld
Marie-Laure Dupuy - IDG France

SEVEN YEARS
Tunia Evans - IDG Australia

SIX YEARS
Kirk Campbell - IDC
Michael Welsh-Carroll - PC World
Erika Schönberger - IDG Germany
Ulrike Pape - IDG Germany

FIVE YEARS
Margarita Chiango - IDG
Tim Zittle - InfoWorld
Yvonne Lee - InfoWorld
Sandie Wade - PC World
Sonja Lack - IDG Germany
Jutta Volk - IDG Germany

FOUR YEARS
Patrick Lyons - InfoWorld
Denise Haines - IDC
Vibeke Knudsen - IDG Denmark
Peter Pilkington - IDC U.K.
Stefanie Schneider - IDG Germany

THREE YEARS
Jeffrey Fuchs - IDG Central Services
Luis Martin - IDG Spain
Bernadette Bachl - IDG Germany
Rudolf Birkner - IDG Germany
Holger Heppner - IDG Germany
Angelika Nießl - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Jennifer Schlee - IDG Germany
Martha von der Soeren - IDG Germany
Claudia Völk - IDG Germany
Thomas Wanka - IDG Germany

TWO YEARS
Hakan Kaynaroglu - IDG Turkey
Sevil Arpinar - IDG Turkey
Ayla Güner - IDG Turkey
Mark Mistrik - IDCG
Thomas Hoffman - Computerworld
Margaret Murphy - IDG
Chris Cormier - IDC
Niels Møller - IDC Denmark
Sarah Togher - IDC U.K.
Pascal Creusot - IDG France
Ute Puschmann - IDG Germany
Ludger Schmitz - IDG Germany
David Case - IMS Japan

ONE YEAR
James Schenck - World Expo
Lisa Humphries - IDG/CI
Marta Partington - IDG Books Worldwide
Mary Corder - IDG Books Worldwide
Jeff Senna - InfoWorld
Andre Angeles - InfoWorld
Jean Bregeon - IDG France
Michaël Thevenet - IDG France
Ute Dorau - IDG Germany
Kristine Dupont - IDG Germany
Ursula Grimm - IDG Germany
Andrea Rausch - IDG Germany

Chairman's achievers

Cristina Brioschi
Art Director
Computerworld Italia

In her two years as the sole graphic designer for *Computerworld Italia*, Cristina Brioschi has designed 90 issues and 1,800 tabloid pages for the publication. Managing Director Brunello Bossi attests to the superior quality of Cristina's work and the creative flair and artistry of her designs. She was responsible for graphics for a series of new special issue covers for *Computerworld*, and her efforts have strongly influenced the restyling of the magazine.

Bossi attributes to Cristina the heightened artistic appreciation of the readers, and says that *Computerworld* "is now considered as the best in graphic quality." Bossi noted that "advertisers, too, were well impressed by the continuous upgrade of the *CW* image." Imitation is the highest form of flattery as exhibited in IDG Turkey's recent adoption of Cristina's layout for their *Computerworld Monitor*.

Brioschi
IDG Italy

Cristina is currently putting the finishing touches on the design of a new monthly open systems insert for *Computerworld* that will debut in May.

Chairman's Achiever nomination forms may be requested from the Chairman's office at fax 617-859-8642.

Celebrating 𝍸 𝍸

Matt Smith

HOME: Medway, Mass.

PROFESSION: Senior vice president/operations at *Computerworld*

JOINED IDG: July 1983, when IDG acquired Wayne Green Corp. in Peterborough, N.H. Hired as the assistant general manager at IDG Peterborough.

WHAT DO YOU DO? I provide financial reports to *CW* managers and help interpret what all those numbers mean. I also manage everything that isn't part of the "three-legged stool" (sales, editorial and circulation), which means oversight of systems, traffic, production, finance, etc.

BEST PART OF YOUR JOB: Working with the people at *CW*. Gary has developed a management team that's the best I've ever seen.

BIGGEST CHALLENGE: Keeping ahead of the business plan and trying to stay ahead of financial projections that go up and down as the market fluctuates.

ACCOMPLISHMENTS: Being part of the team in 1990 when we got over the $20 million profit level. Also, we were able to recover from a difficult year in 1992 and delivered eight digits of profit in '93.

MILESTONES: Earning a master's degree in finance last year. On the business side, transferring to *CW* in 1987.

FANTASY JOB: Be a professional football player.

World Update

IDG Chairman Pat McGovern treated Matt Smith to lunch at the Ritz-Carlton in Boston in honor of his 10th anniversary.

OUTSIDE INTERESTS: Being involved in the lives of my four kids, reading and fiddling with computers.

DREAM DESTINATION: Take my family on an African safari.

WHAT WOULD YOU CHANGE IN YOUR LIFE? I grew up in Utah, and I wish I could transplant what I do and the people I work with to a mountain/west environment.

WORDS TO LIVE BY: "No success can compensate for failure in the home."

MANAGER'S PROFILE: Matt's perhaps the most energetic, optimistic and hardworking person we have at *Computerworld*. He has an incredible dedication to his job, and he's an enormous strategic asset to me. Plus, he has an amazingly even emotional keel, even during the tough times.

- **Gary J. Beach,** president, *Computerworld*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

ASSISTANT EDITOR
Stephanie Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Who was IDG's first customer back in 1964?

- ANSWER BELOW

Which IMS customer advertises in the most countries?

- ANSWER BELOW

How many attendees did the first ComNet attract in 1979? This year?

- ANSWER BELOW

IDG World Update

VOLUME 24, NUMBER 14

APRIL 4, 1994

Special issue: Customer service

Employees go the extra mile to distinguish IDG from the competition

In one way or another, whether you work in a test lab or a mail room, a newsroom or an accounting department, your job is dependent upon satisfied IDG readers and advertisers, consumers of research, and exhibition participants. Ultimately, these are the people we all work for, whether directly or indirectly.

Providing our customers with products of outstanding quality and practical value is so basic to our business that five of IDG's 10 corporate values address the issue:

- **Remain dedicated to our mission of providing exceptional information services on information technology.**
- **Produce products of the highest quality.**
- **Provide excellent customer service.**
- **Keep close to our customers and qualified prospects.**
- **Be responsive to changes in the marketplace.**

This special issue of *IDG World Update* takes a look at customer service in action. IDG companies from around the world have contributed dozens of specific ideas that have worked for them. Inside these pages you'll read about a wide range of creative IDG companies that go that extra mile, providing added value for their customers and developing a large and loyal client base.

You'll also find examples of successful promotions that have increased business and kept the IDG name prominent in the customer's mind. There's also an article on how IDC Government has instituted a new plan for keeping close to the customer. And at IDC, where 1994 is being heralded as the year of customer service, a range of new products and client surveys have been proposed to boost the company's renewal rate.

On page 4, three top managers, Marketing Services Division President **Kelly Conlin**, IDG World Expo President **Ken Kaplan** and Network World President and Publisher **Colin Ungaro** discuss what customer service means to them and how they put it into practice in their organizations.

No matter what language they use for business or what their line of work, the fundamentals of customer service link all IDG business units. Respond immediately. Anticipate customer needs. Be a partner. Turn the page and discover how employees have taken those basic principles and put their own stamp on how to best serve the IT providers and users in their markets.

TRIVIA ANSWERS

IDG's first customer: Univac
IMS: Tharo Systems, 36 countries
ComNet attendees: 800; 37,000

Customer service in action

IDG business units around the world share their best ideas for keeping their readers and advertisers coming back for more

FAX-BACK SERVICE. Last October we introduced a fax-back service allowing readers to rate the service and support of their hardware vendors. We've been receiving 15,000 to 20,000 responses per month and have collected a gigantic amount of really unique information that we will use as the basis of a number of articles. We know, for example, how long you are likely to remain on hold if you call Compaq's service line and which vendors are most responsive to customer problems. Everyone who sends back a fax is automatically entered in a monthly drawing for a PC. Using this information greatly increases our credibility among readers who have a tendency to equate our large number of ads with some sort of advertiser collusion. The fax-back service gives readers rapid input into the magazine and provides a valuable reader-to-reader service. The first article we are preparing using this information is based on over 40,000 responses to our survey.

- **Phil Lemmons**, editor-in-chief, *PC World*

* * *

FREE SEMINARS. We recently held the first in what will be an ongoing series of free seminars for our current exhibitors and prospects on the topic of "How to Export." Our first seminar attracted 40 attendees from the Silicon Valley area and was held the day before UniForum. We have a second seminar planned for August that will run the day before MACWORLD Expo. The seminar featured World Expo speakers from the U.S. and Japan as well as IDC, the U.S. Department of Commerce and an outside trainer who discussed "boothmanship"— or what to do once you get to the show. These seminars represent a real service to our clients and prospects and serve as lead generators for World Expo and IDC.

- **Lisa Judd**, IDG World Expo

* * *

FINE-TUNE FULFILLMENT HOUSE SERVICE. We use a very large fulfillment house — Neodata — to handle our newsletter subscriptions. Because they run a mainframe-based operation geared to handling up to a million subscriptions or more, we've experienced some customer service problems related to our relatively low volume. In the past, because they run their reports on a monthly cycle, it may have taken up to six weeks for a customer to receive a missing issue. Similarly, because the volume was comparatively small, Neodata would generally forward a list of customer questions or complaints to us on a monthly basis resulting in an unacceptably slow response time on our part. By working with our account representative, we have been able to put systems in place including a PC-based offshoot of the monthly mainframe report allowing Neodata to respond to requests for missing issues in a single day or two. We have also established a system whereby the company faxes us any questions or complaints they cannot address on the day they come in. Because we're so small, we've had to work harder to get our needs met by this large company, but it's paying off in customer satisfaction.

— **Jacqueline Migell**, marketing director,
Lotus Publishing Corp.

* * *

MONTHLY EXHIBITOR BULLETIN. To stay in touch with our exhibitors, we provide them with a monthly news bulletin containing updates on plans for the show. In addition to these updates, we include copies of any press releases, attendee promotions, and advertisements we have run concerning the show. Our exhibitors really appreciate being kept up to date and it gives them a good feeling about how hard we are working to create the best possible show for them.

— **Barbara Inglese**, manager of exhibit services,
IDG World Expo

* * *

VIP ATTENDEE PROGRAM. This year we've established a Gold Card Program that allows our exhibitors to nominate 10 of their best customers and prospects each of whom will receive a personalized letter from the show and the exhibitor inviting them to attend UniForum. At the show, we provide these attendees with a distinctive gold attendee ribbon identifying them as VIPs and their own private lounge staffed by a receptionist and equipped with telephones, fax machines and refreshments. This program costs us very little but has been well received by our exhibitors, who are able to offer their best customers something extra. The program benefits the show overall as it tends to attract highly qualified attendees.

— **Cathy Gibson**, UniForum show manager,
IDG World Expo

* * *

MONTHLY READER STUDIES. The market changes quickly, and advertisers need good research on which to make fast decisions. We have a monthly subscriber tracking study in which 250 readers are called at random to find out what they thought of the issue, which articles were most useful, etc. Advertisers can add on a marketing-related question — free — related to brand identity, price, distribution channel, etc. They'll get their answers within 30 days, while mail surveys would take much longer. This also points up how our editorial is research-based.

— **Jeff Edman**, vice president/director of advertising, *PC World*

* * *

EFFECTIVE EXHIBITING TIPS. We offer exhibitors and prospects a free, half-day seminar on "How to Exhibit Effectively at Trade Shows" that aims to make them more effective at working their booth to maximize their show investment. We focus on how to qualify attendees so they don't waste a lot of time talking with people who have no purchasing influence. We also talk about the nitty-gritty basic do's and don'ts of booth management — don't eat, drink or smoke at your booth; no talking on the telephone; actively greet people entering your booth, stand up straight, etc. It's in our best interests for people to feel that participating in our show was a productive experience, and we want them to leave with piles and piles of leads. IDG has already established itself as the guys with the white hats through its newspapers and magazines; we want to play the same role in providing added value to our products.

— **Dave Ferrante**, national sales director, IDG World Expo

* * *

24-HOUR CALL-BACK POLICY. We have a policy in place that requires analysts to respond to customer calls within 24 hours. We also provide subscribers to our Continuous Information Service program with two free tickets to our annual Briefing Session. The normal charge for these tickets is $375 each.

— **Kirk Campbell**, president, IDC

* * *

BRIEFINGS AND BASKETS. We've got two programs in place that generate much goodwill among our customers — the wholesalers and retailers that get our books on the store shelves. Each year at the American Booksellers Association's annual gathering we sponsor an invitation-only executive briefing session that gives attendees an overview of the industry, where it's going and how this may affect their business in the coming year. Pat McGovern is always among the featured speakers and the event — which has always been standing-room-only — is regularly covered in *Publisher's Weekly*. Although this type of session is not uncommon in other markets served by IDG, it is unique in the IT book industry and really helps to set us apart from the competition.

On a lighter note, four to five times a year, we send our top 12 accounts, which represents a sizable chunk of our business, custom-designed gift baskets keyed to a seasonal theme. In honor of Valentine's Day we recently sent these accounts mugs imprinted with the IDG Books Worldwide logo, filled with gourmet coffee beans and candy and accompanied by a note saying, "We love your business." We've become quite well-known for our gifts, and customers really seem to appreciate the thought that goes into designing them.

— **Milissa Koloski**, vice president/U.S. sales, IDG Books

* * *

MEET THE READERS. We invite our advertisers' and prospects' key marketing executives to attend one or more of our Perspectives conferences. These bi-annual three-day conferences, which attract some 600 of our readers, focus on a particular IT theme and feature a variety of speakers drawn from the ranks of our readers' peers. Except for vendor hosts, who help underwrite the cost of these conferences, and our invited advertisers and prospects, no vendors are present. Other publications *say* they have the best-qualified readers, we let our advertisers *meet* our readers and see for themselves. It's the best way for them to stay in touch with our audience.

— **Joe Levy**, president, CIO Publishing Corp.

* * *

CO-SPONSORING USER GROUPS. I assure my clients that I'm not only there in the beginning, to make the sale, but throughout. I make sure there's follow-through, to show that we're in the trenches with them, and they appreciate that. Co-sponsoring user groups is one good example. Racal-Datacom gets users together from all over the country, and *Network World* sponsors the closing evening and provides an editor to talk about the state of the industry.

— **Don Seay**, Atlanta district manager, *Network World*

* * *

NEVER SAY NO. The best thing we can do for customers is to meet their needs quickly and accurately. We get lots of requests for different inserts and different ways of doing things, and we never say 'no.' We'll say 'we've never done it that particular way before, but let's look at it,' and we'll work with them to get it done. We might find another way to do it and come up with an end result that works for both parties.

— **Karen Wallace**, manager of advertising operations, *Network World*

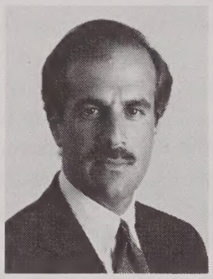
* * *

INSTANT RESPONSE. *Network World*'s marketing department prides itself on its ability to instantly respond to queries from both

-SEE PAGE 5

Variations on a theme: Managers share ideas on service

Network World's Colin Ungaro stresses customer orientation companywide



Ungaro *Network World*

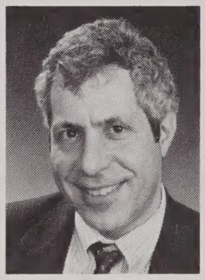
All of us at *Network World* are keenly aware that customers are the lifeblood of our organization, and we strive in all that we do to become an indispensible resource for them. In today's business environment, competitive pressures are driving customers to look to us for more than just solid reporting or a place to run an ad. Increasingly, they are looking for the added value inherent in customer service, and we see it as our responsibility to develop long-term partnerships with these readers and advertisers that will afford them an enhanced return on their investment.

> *Customer service is not the domain of a single department. Every employee at Network World is ultimately responsible for helping to create satisfied and loyal customers.*

The degree to which you can become an invaluable part of your customer's organization is what will set you apart from your competition. At *Network World* we do this by constantly seeking to provide creative, flexible and innovative service to our readers and advertisers. Among our offerings are custom research and marketing services, which can include helping clients put together white papers, business reply cards and reprints. We also offer bingo cards, 800 numbers, a fax-back service and a bulletin board service for our readers and advertisers. One extremely successful

- SEE PAGE 8

Ken Kaplan touts World Expo's customer-centric initiatives



Kaplan *IDG World Expo*

We here at IDG World Expo regard everyone within our industry as a customer or a potential customer. We are therefore, in every sense of the word, a customer-driven organization servicing the needs of exhibitors, conference attendees and trade show visitors.

In addition to the normal practice of dealing with all customers with respect and speed, World Expo is instituting innovative customer-centric programs. Our goal is to add value to the typical trade show experience while becoming the easiest to use expo/conference producer worldwide for both our attendees and our exhibitors.

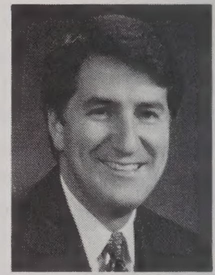
> *We here at IDG World Expo regard everyone within our industry as a customer or a potential customer. We are therefore, in every sense of the word, a customer-driven organization.*

In addition to our broad array of products designed to meet our customers' needs, World Expo is the first show company to use Internet technologies for registration. Potential attendees can log in via the superhighway. We have begun a parallel initiative to revamp all World Expo's registration systems with the goal of creating greater value for the attendee, and thus, the exhibitors.

But technology is not enough. There

- SEE PAGE 8

MSD's Kelly Conlin focuses on developing partnerships with clients



Conlin *MSD*

At IDG's Marketing Services Division, customer service means developing a partnership with IDG's top 50 U.S. accounts. In this partnership, MSD understands the account's market position and the individual contact's role and interests. This enables us and the publications with which we work closely to anticipate and meet needs by drawing on IDG's unparalleled breadth of resources. In practice, the services that MSD provides range from answering client questions about a publication's editorial calendar to arranging meetings between senior executive client contacts and **Pat McGovern** at trade shows.

> *MSD's representatives are seen as valuable resources in terms of their own expertise and with regards to how they can help the customer take advantage of all IDG has to offer.*

The policies and procedures we have at MSD reflect our view of customer service. Our sales representatives complete and distribute call reports to book representatives following every customer contact. Representative call report content might include: a status update for an ongoing contract negotiation, a discussion of an IDG publication's opportunities and vulnerabilities with a client, a detailed description of a client's marketing reorganization, or a report on the client's market-

- SEE PAGE 8

Service in action

-FROM PAGE 3

internal and external customers. We serve as a conduit between the marketplace and all the assets and expertise we have at the publication. For example, a media director at an ad agency, who represents a major advertiser, called and said he was desperate for information on architecture publications. Even though it was completely unrelated to our business, I dropped everything I was doing, did a bit of research, and got back to him immediately on the top three publications in that industry.

Some people think the phone ringing is an intrusion — we think it's a sign that we have the information to help make both our internal and external customers shine in a very timely fashion.

— **Evilee Thibeault**, vice president of marketing, *Network World*

* * *

MARSHALLING RESOURCES. Hill Holiday was a contender in NEC's ad agency search and turned to [CW VP Eastern Advertising Sales] **David Peterson** and me for assistance. I had a relationship with Hill Holiday through my biggest account, Lotus. I arranged for **Bruce Stephens** [IDC's director of PC Hardware] to talk to Hill Holiday about the PC-market and also suggested doing a survey on PCs, peripherals and user awareness of NEC through the CW Database Division. **Alan Farias** [manager of primary research at CWDD] and his team got the request for the survey on a Friday and pulled out all the stops to deliver the results for HH's Monday afternoon presentation. Hill Holiday couldn't say enough good things about the work *CW* did for them, and NEC was amazed they were able to produce that kind of proprietary information. Hill Holiday is in the finals of the agency search, and we're assisting them again.

— **John Watts**, senior district manager, *Computerworld*

* * *

PREDICTING CLIENT NEEDS. Customer service is the key to our business. IDC Scandinavia has been serving the competitive analysis needs of IBM globally for the past five years, working through IBM's European Competitive Analysis Group in Copenhagen. Despite the fact that IBM worldwide has been reducing their competitive analysis systems with IDC and other research firms, they've actually increased it with IDC Scandinavia. The reason: the untraditional way we can forecast their needs before they actually happen.

In the past, we had asked IBM for a list of products and services they'd like to have profiled. The traditional sales approach is to ask the customer what he needs. But what if the customer doesn't know what he needs? Now, we continually monitor IBM's business environment to determine what it is they should focus on, such as suppliers, products, services, competitors and competing strategies, and fax them a list each month. Instead of IBM using expensive resources to determine what outside forces are critical, they let IDC fingers do the walking for them. IBM chooses almost all of what is on the IDC list.

— **Edward O'Hara**, general manager, IDC Scandinavia

* * *

ELECTRONIC ACCESSIBILITY. One thing we've done is greatly improve the accessibility of our entire staff to our readers through electronic means. We now publish MCI Mail numbers for all our columnists and have started running a weekly resource box telling readers how to contact us through MCI, CompuServe and the Internet. We get quite a bit of communication that way.

PR people aren't really customers, but they are important sources of information for us. For them, we've created and maintained beat lists of all our news and features staff. We publish these in a regular newsletter and also make them available via fax upon request. The feedback I've had from PR people is that they find this information very useful.

— **Paul Gillin**, editor, *Computerworld*

* * *

RETRIEVING REVIEWS. Frequently a local distributor will see an excerpt of a product review from another IDG publication used as part of an ad campaign for one of the company's products. He wants to get the full text of the review for background or to use in a more localized ad campaign and calls us for more information. We help him locate the review by either finding it in our office files, searching online, or calling the publication directly.

— **Po Wong**, general manager, WS Publishing, Philippines

* * *

SUPPLEMENTS AND PREMIUMS. Readers receive supplements and cover premiums with software programs at no extra cost; we see it as an additional incentive for their fidelity. Advertisers are grateful, particularly to *PC World España*, for the stability of our advertising rate cards, even with our remarkable circulation increases.

— **Paco Zabala**, general manager, IDG Spain

* * *

EXPANDING JOB DESCRIPTIONS. A recruitment advertising client, The Systems Group, wanted to run some ads, but they weren't happy with their ad agency and didn't have the resources to develop an ad campaign on their own. I set up a meeting with TSG's vice president, branch manager and four technical recruiters and included **Peter Kelly**, *CW*'s classified advertising senior designer. We brainstormed ideas and came up with a perfect ad

-SEE PAGE 7

IDC rededicates itself to customer service

IDC President **Kirk Campbell** has declared 1994 the year of customer service. IDC's emphasis has taken on many forms, including new and improved products and a three-part process of measuring customer satisfaction.

A comprehensive research catalog listing all IDC and LINK Resources reports and bulletins published globally, which debuted last July, has been expanded to include abstracts of all U.S. reports. The catalog is published twice a year and is free to all customers.

Clients have welcomed the fledgling *IDC Opinion* newsletter, a quarterly piece that contains different senior analysts' perspectives on a single topic. It is also sent free to all clients.

The U.S. Briefing Sessions are in their second year of an expanded format that includes 29 different sessions in one day. Also in its second year is the IDC Global Accounts Council, a panel of top clients who discuss their individual needs and recommend what directions IDC as a company should take in the future.

TELEPHONE SURVEY

In the first of three new methods of judging customer satisfaction, IDC is about to initiate a large-scale phone survey of clients. According to Director of Marketing **Maryanne Sinville**, this is the first "blind" phone survey — customers will not know that IDC is the sponsor — in order to get as honest a response as possible.

Two other customer surveys are now being incorporated as part of a regular review procedure. At the six-month point of a continuous information service contract, the client is sent a questionnaire, along with a pen, and asked to respond to questions pertaining to the programs they subscribe to. Finally, if a client stops doing business with IDC, an "exit interview" will be conducted by phone to learn more about why that decision was made.

All of these tactics are directed toward increasing IDC's already good renewal rate, Sinville said. "It's always easier to keep a customer than to get a new one."

IDCG's client services program emphasizes dialogue

CSP initiative represents first formal attempt to monitor customer satisfaction

At IDC Government, dialogue is the key to a new client services program (CSP) that has brought a heightened awareness of customer service to the organization.

"Through the client services program, we learn more about the client's objectives and then show them how our services can help them meet those objectives," said Director of Client Services **Cathy Vivona**. She and Client Services Coordinator **Amy Rossi** administer the program, which was initiated early this year by **Katie Sheldon Hammler**, now account director at IDCG.

Previously, there was no formal mechanism in place to monitor client satisfaction, and the salesperson was the primary liaison to the customer. Under CSP, each researcher becomes a client services manager and has responsibility for a number of clients. Vivona and **Norma Draper**, IDC Government's librarian, also have clients.

The client services manager takes the lead in conducting the initial client planning session, which is designed to introduce the end users to IDCG, the services they acquired, and how to use IDCG more effectively. Each month, the client services manager calls the customer to discuss progress or additional needs, and conducts a formal discussion at the six-month point to evaluate the plan.

"Quality means everything to us, and to ensure quality we needed continuous feedback from the clients," explained **Peter Boulay**, IDCG's vice president of research. "CSP puts us in constant touch, in a trackable manner, with every client."

> ***"Quality means everything to us, and to ensure quality we needed continuous feedback from the clients. CSP puts us in constant touch, in a trackable manner, with every client."***
>
> **— Peter Boulay, IDCG vice president of research**

Although their role now focuses more on new business, the sales staff is still involved with current customers, often sitting in on the client planning session and the six-month review. "We hope they [the salespeople] will be out there beating the bushes while we're holding the fort," Vivona said.

Having researchers as client service managers has a variety of benefits. "Clients view the change favorably, as it gives them access to a researcher — our chief commodity — and it gives them a point of contact within the organization to act as their ombudsman," Vivona said. "IDCG researchers get a closer look at how clients are applying technology, that's first-hand market research. We've also found that CPS, although geared toward how customers can effectively use the IDCG services they've purchased, has uncovered client interest in additional IDCG services."

The entire CSP concept, from creation to execution, is an example of cooperation at its best. The research group created the final product plan, which was reviewed and accepted by all. "Everyone bought into this; it wasn't something that management imposed," Boulay said. In an effort to give everyone in the company easier access to client profile information, Vivona is working on making the client profiles available on line.

IDG Job Opportunities Update

Monday, April 4, 1994

SALES REPRESENTATIVE (BUSINESS COMPUTER PUBLISHING)
The successful candidate should have exceptional skills in telemarketing, qualifying prospects, identifying decision-makers, negotiation, and closing accounts. Must be highly motivated and have prior sales experience.

RESEARCH ANALYST, LATIN AMERICA RESEARCH GROUP (IDC)
Analyst will be responsible for the development, execution and production of Latin American market research and consulting projects. Duties will also include writing research reports, performing market analysis and forecasting, and managing an extensive network and database of industry contacts. Candidate will work closely with IDC headquarters. Travel required.

ASSOCIATE REVIEWS EDITOR, HARDWARE (IW)
The candidate will edit reviews of personal computer hardware and operating systems, assign reviews to writers, order products for review, and work with test developers and analysts to develop new review products. Knowledge of personal computers and PC applications necessary. 2+ years technical editing experience required.

SALES ASSISTANT - EAST COAST (IW)
Responsibilities will include, mailings, pricing information, transcribing results for database entry, preparing business offers for new accounts and general administrative support. PC and publishing experience a plus. Organizational skills a must.

RESEARCHER (IW)
The researcher will assist the Coordinator of Editorial Research with various projects, Duties will include calls to regional sales outlets for pricing, and researching various industry publications' advertisements. Knowledge of computer hardware and software required. Communication skills necessary. Telephone computer sales experience a plus. College experience preferred.

BOOK SALES REPRESENTATIVE (IDG/B)
The ideal candidate will cover the Northern California/Pacific Northwest sales territory. Experience selling a new product and managing inventory is required. Candidate will be responsible for feedback on product ideas. 3-5 years book sales experience preferred. Travel required.

MARKETING MANAGER (IDG/B))
The individual will develop and produce promotional programs, product packaging, catalogs, and other marketing materials. Candidate must be able to contribute at a strategic and creative level and manage outside creative sources. Communication skills necessary. Project and vendor management skills a plus. 3+ years experience in book publishing or software marketing a plus.

SALES MANAGER (IDG/B)
Candidate must have proven ability in creating effective and consistent sales procedures. Experience in sourcing, hiring, training and the ongoing development of salespeople is necessary. Book sales experience preferred. Travel required.

NATIONAL ACCOUNT MANAGER (IDG/B)
Ideal candidate must have a proven record in selling to and managing book business at the key account level. Individual must be able to leverage coop, sell-in and sell-through programs and to provide editorial and competitive analysis. Excellent territory and organizational skills required. Knowledge of PC industry necessary. Travel required.

INTERACTIVE FAX PRODUCTS MANAGER (PCW)
Ideal candidate will manage a new startup within PC WORLD. Individual will be responsible for the day-to-day operations, P&L performance, long-term development, and strategic direction of the PC WORLD line of Interactive Fax products. Knowledge of the interactive fax technology is necessary. Must be familiar with general sales and marketing principles. 1-2 years publishing experience required. Experience managing a technical staff preferred. Candidate must possess knowledge of PC hardware and business software. Familiarity with Netware, SQL server and PC databases helpful.

RESEARCH MANAGER (PCW)
Candidate will be responsible for all primary and secondary research conducted for editorial. Individual will assist the Research Director on major market and subscriber studies. Responsibilities will include designing, implementing, analyzing and reporting the results of primary research studies and synthesizing and reporting the results of secondary research. 2+ years of research experience required. Publishing and advertising experience a plus. Strong analytical and communications skills are required.

ADMINISTRATIVE ASSISTANT (IMI)
The individual in this position will provide administrative and clerical support to the Publisher. Candidate will act as on-going liaison between departments and outside vendors.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette Piper Fowler	(508)935-4605 (508)935-4796
FCW/IDC Gov't/WEC/ LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/ Publish/Advanced Systems	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611

IDG Job Opportunities Update

April 4,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Systems Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	J. Pierce	(617)422-8040
IDG/IPS	Systems Analyst/Network Admin	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Account Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Sales Director - Game Hits	Peterborough, NH	J. Connell	(603)924-7271
CCI	P/T Copy Editor/Writer	Cambridge, MA	D. Grober	(617)497-8991
TMP	Business Manager	Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	Peterborough, NH	M. Cornetta	(508)935-4734
BCP	Sales Representative	Peterborough, NH	K. Miller	(603)924-0134
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	New England Sales Rep.	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, PC Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Mgr.-UNIX & AOE	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	Client Services Associate/IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	QA Specialist	San Mateo, CA.	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Assoc. Reviews Editor, Hardware	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Researcher	San Mateo, CA	L. Schmid	(415)312-0669
IW	Fluegelman Internship	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0577
IW	Editorial Content Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor, Online Editorial	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

April 4,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Events Specialist	San Mateo, CA.	D. Vieraitis	(415)312-0566
IW	LAN Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (1)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter(2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Forecasting & Inventory	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Executive Assistant, Int'l Sales	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Copy Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Book Sales Rep.	Mid-Atlantic	R. Gresh	(401)247-1032
IDG/B	Chief Financial Officer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Quality Control, Production	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Indexer	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415_978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Director of Electronic Publishing	Multimedia World, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Advertising Information Asst.	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Director, Sales & Marketing	San Francisco,CA	J. Moody	(415-978-3289
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
IMI	Administrative Assistant	Advanced Systems, San Francisco, CA	F. Lee	(415)267-1722
IMI	Circulation Director	Publish, San Francisco, CA	S. Rees	(415)978-3306
IMI	Circulation Director	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IFTW	Reginoal Account Mgr.(4)	San Mateo/New Jersey/Chicago	J. Sieling	(415)286-2515
IFTW	Manufacturing Specialist	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Yam	(415)286-2546

Service in action

-FROM PAGE 5

campaign, which they ran. They told me we were the only ones that had provided them with this level of creativity and service.

— **Nancy Percival**, New England regional manager, recruitment advertising, *Computerworld*

* * *

VINTAGE GIFTS. For many years our sales reps have visited our customers and personally handed over our Christmas gift: a magnum bottle of a good red Bordeaux with our own IDG label. And our advertising clients love us.

— **Bengt Marnfeldt**, general manager, IDG Sweden

* * *

UNSOLICITED ADVICE. IDC — along with its competitors — regularly participates in consultant briefings staged by major customers. For one of IDC's top customers, ICL, we decided to proactively publish a strategy critique paper based on what we had heard at these briefings. Through the paper, written by **Luisa Bordoni** of IDC's European IT Markets Center, we offered ICL's top management our frank and unbiased opinion on their proclaimed strategy.

Such an act prompted not only a letter of appreciation from ICL's CEO but has also significantly enhanced IDC's reputation within this key client — and, of course, set us apart from our competitors!

— **Keith Henry**, managing director, IDC U.K.

* * *

MOBILE BILLBOARDS. Using mobile billboards to promote a client's products is a way of being creative with truly value-added merchandizing to make an impact across an organization. I originally thought of using fixed billboards, and then Marketing Services Manager **Joanne Wittren** suggested the mobile concept.

For one of my clients, SunConnect, I arranged to have a 12" x 22" billboard on top of a big truck that drove around the parking lot and general vicinity at Networld. People on board handed out sales literature to attendees who were coming in and out of the show or waiting for taxis. I followed this up by sending a photo of the mobile billboard to key contacts at SunConnect along with a quick letter that said how much we appreciated their business. Clients get really excited about this kind of promotion — it makes the sales and marketing staff look great. Plus, it helps me sign contracts, differentiates IDG and *Network World* from the competition and spreads our name throughout the client's organization.

— **Lisa Hall**, San Francisco district manager, *Network World*

* * *

AD ASSESSMENT. We are unique in providing a wonderful service for our advertising customers: the *PC Welt* ad test panel. Each month, more than 100 subscribers who have agreed to serve on the panel assess the ads in that month's issue. They rate the ads in terms of whether or not they are, for example, clear, pleasing, credible, original, factual, and representative of the product. The panel selects an "ad of the month" and an "ad of the year. Since November 1992, more than 600 computer ads have been judged. In our monthly newsletter to advertisers, we report on the results of the ad of the month. We are also planning a series of seminars for advertisers to report which key factors are responsible for a good computer ad.

— **York von Heimburg**, publisher, Magazine Division, IDG Germany

* * *

STRATEGY GUIDE. Something I've started doing to keep my customers happy is to offer them a free booklet of inside tips and suggestions on how to conduct an effective PR campaign. *Connections: An IT Guide to Effective PR*, covers all facets of an effective communications strategy and includes tips from several IDG editors.

My customers like it because it examines PR techniques from an editor's point of view. I like it because it's excellent PR for our service. It's impossible to miss the large IDG PR Service logo on the front cover!

Ted McNulty, sales manager, IDG PR Service

* * *

CHARTING SUCCESS. One of my California-based clients wanted more information about Latin American and Canadian markets. Even though they're part of a global company, this particular division didn't really know who in their own organization dealt with those markets! I've been talking to IDC colleagues in those regions, because they have relationships with company representatives in their respective countries. I'm now putting together a Latin American/Canadian organizational chart for the California division. It's part of a whole proposal, and we hope to be able to sell a number of new reports to them as a result.

Denise Haines, manager of national accounts, IDC West

* * *

PARTNER IN PLANNING. I've gotten more involved with clients by sitting in on their strategic planning meetings. Clients feel they've spent the time educating us about their company, so when they need outside consultants for product development sessions, we're a natural resource. You know you've built a significant level of trust with the customer when you get to sit in on their secret sessions, or solve their biggest headaches.

— **Steve Fontaine**, consulting sales manager, IDC West

* * *

READER FEEDBACK. We are about to launch a new service for advertisers that will help them gauge the impact of their advertising in our *Computerworld* and *InfoWorld* publications. Although advertisers will pay a

-SEE PAGE 9

Kaplan

- FROM PAGE 4

is no system more interactive than the human being! And what better way to ensure we continue to provide excellent service than to ask our customers. World Expo is developing the first integrated WEC Customer Satisfaction Survey which will compile and augment our numerous existing customer satisfaction evaluation procedures. The results, hopefully, will direct our company to a broader array of tools and services that will keep us in intimate contact with our revenue stream, the customer.

Conlin

- FROM PAGE 4

ing and media strategy.

Our marketing group is developing a database to profile individuals and accounts along several key criteria. This will be used to generate creative approaches to linking the customer closer to IDG. MSD's operations team maintains a turnkey system for checking on the status of customer's advertising expenditures overall and with IDG, helping us to better understand the direction of the customer's marketing efforts.

During the past few years, as understanding of the scope of IDG has increased among our major accounts, demands on MSD as "systems integrator" have also increased. Whereas initially MSD may have been viewed by some as just purveyors of network contracts, now our representatives are seen as valuable resources both in terms of their own expertise and with regard to how they can help customers take advantage of all IDG has to offer.

Some of our best specific examples of customer service are targeted visits by IDC analysts, on-site generation of contract scenarios, custom research presentations tailored to the customer's market and the annual IDG Global Summit focused on marketing technology.

Ungaro

- FROM PAGE 4

component of the BBS is our NetAccess program. This program, which allows our advertisers to place demo disks on-line for our readers to download and test drive, helps to develop highly qualified sales leads for our advertisers while allowing readers to try out some of the newest product offerings.

We work hard to instill a strong customer orientation throughout our organization. Customer service is not the domain of a single department; rather, each and every employee at *Network World* is ultimately responsible — directly or indirectly — for helping to create satisfied and loyal customers.

We stress the importance of customer service through a number of formal and informal programs. Answering the question, "What can we do to better serve our constituency?" is a constant theme of our monthly staff meetings. We have a quarterly bonus plan in place to reward employees on both the editorial and sales sides for providing outstanding service to readers and advertisers. We have also instituted a Customer Satisfaction Award, which is presented monthly to an employee in recognition for excellent service to internal or external clients (see related story).

Ultimately our goal is to have each of our customers look to us as an integral part of their business. When you have customers turning to you for help in marketing and growing their products, then you know that you've come a long way toward accomplishing that goal.

Network World launches Customer Satisfaction Award

To stress the importance of customer service throughout the organization, Network World President Colin Ungaro last year launched a "Customer Satisfaction Award." Presented monthly to an employee in recognition of excellent service provided to one or more customers, the award is intended to "keep the importance of customer service front and center in employees' minds," noted Ungaro.

Because all employees, whether they work directly with customers or support someone who does, are ultimately responsible for customer service, everyone at the company is a potential recipient of this award, Ungaro said. The award is presented at the company's monthly staff meeting and consists of a plaque bearing the winner's name and a check for $100.

To date, five award winners have been named.

- **Debra Mahler, then a sales assistant, currently a product specialist in the Special Projects Group. Deborah received the award for her work in putting together media schedules for the sales reps from the online version of the Simmons/CompPro study. Ultimately these were used to boost ad page sales.**
- **Richard Priante, director of circulation. Richard was recognized for a project he did for the sales force that required him to compile a huge quantity of circulation and demographic data on DEC users.**
- **Glenna Fasold, editorial assistant. Glenna was honored for her ongoing support of readers who frequently call in search of a specific article — or an article on a specific topic — that ran in *NW*. She also fields the same type of questions for *NW*'s sales staff who often want to know what's been written about a particular vendor prior to making a call.**
- **Clare O'Brien, senior account manager, direct response advertising department. Clare was cited for initiating the relationship with the vendor that handles *Network World*'s FaxNet Service.**
- **Eleni Brisbois, sales assistant to the vice president of sales, advertising director. Eleni received the award in recognition of her ongoing outstanding service both to the *NW* sales force and advertisers.**

Service in action

-FROM PAGE 7

fee for this, we believe the value they will derive from this unique service will more than offset their investment and help solidify our existing relationships as well as attract new clients.

Once we have signed an agreement, we will develop a series of questions in cooperation with the client, designed to provide them with feedback on the effectiveness of their campaign as well as their products themselves.

We will contact our subscribers by telephone and fax to obtain their answers to these questions and will compile a report for the advertiser that will include the subscribers' responses as well as information regarding the respondents' demographics and purchasing authority.

— **Ruben Argento**, general manager, IDG Argentina

* * *

TEAM PLAYERS. For the various IBM divisions, all of which are IDC customers, we assemble teams, primarily consisting of the appropriate IDC analysts, and regularly meet with specific customers. At these meetings (usually a couple of times a year) we do two things:

1) Discuss our research directions, soliciting their feedback and input.

2) Spend one or two hours presenting our most current view of their particular market, their position in it compared to their competitors' and specific suggestions for improvement.

While not really a part of our contracted relationship with them, we feel it is important to stay close to their needs and deliver useful, added value to them for being, and obviously remaining, customers.

— **Brad Thorpe**,
vice president/sales and IBM
account manager, IDC

* * *

CUSTOMIZED SERVICE. At the Marketing Services Division, we are committed to providing a level of customer service that demonstrates to our clients a deep-seated understanding of their particular business, the challenges and competitive pressures they face in the marketplace. We do this by offering custom-tailored research presentations that address their individual strategic priorities — we never approach a client with a generic program. We offer a comprehensive marketing program that features a variety of specific ideas about how they can market their products more successfully.

A recent example is a presentation we made to Dell Computer, which is attempting to establish itself as a leader in the notebook computing market. Our program reflected our understanding of where Dell is currently positioned in this market and offered a comprehensive three-month program that included customized research from IDC, a 12-city seminar tour, an eight-page white paper, *IDC Insights*, as well as advertising.

— **Peter Horan**, vice president,
National Accounts, MSD

* * *

Special issues: What kinds of topics should be addressed?

***IDG World Update* will be publishing more single-topic issues like this one on customer service during the coming months. Right now, three special issues are being considered: on line services (which busines units offer them, how they work, and how they are being promoted), research (what resources exist at IDG and how to use them), and strategies to effectively raise prices (how to enhance profitability without a drop in renewal rates).**

Tell us what kinds of articles you'd like to see in these issues or what other single-topic issues interest you. Check one or more of the following:

☐ **On line services** ☐ **Research** ☐ **How to effectively raise prices** ☐ **Other**

Fax this page back, with your suggestions, to *IDG World Update* at 617-423-0712, or call the editorial staff at 617-423-9030. We look forward to hearing from you!

Creative promotions keep customers focused on IDG

Sweepstakes reinforces *CIO*'s positioning

Due to the success of last year's "Read IT and Reap" sweepstakes, *CIO* is launching the second annual "Read IT and Reap" sweepstakes in May. The objectives are two-fold: 1) We want to be assured that advertisers actually read *CIO* and understand why we are different and valuable in the marketing mix. 2) *CIO* wants to reinforce its position as a "bridge" publication — *CIO* bridges the gap between the technical IT news publications and the general business press.

Sweepstakes participants are asked to read through the May 1 and May 15 issues of *CIO* and check off the stories listed on the entry form that actually appear in the issue. All correct entry forms are eligible to be chosen at random for the grand prize. Two winners will choose trips to either the Ponte Vecchio in Florence, Italy or the Deutzerbruke in Cologne, Germany (a "bridge" publication offers a "bridge" destination).

The response rate for last year's May 1 mailing was 15.2%. The response rate for the May 15 mailing was 14%. According to the *CIO* sales force, this promotion was very well received in the advertising community.

— **Marcy L. Dill**, senior marketing promotion specialist, *CIO*

Talking calculator helps spread *InfoWorld*'s good news

In December, we targeted the top 50 media directors and sent them a talking calculator to promote the fact that our 1993 BPA audit information "spoke for itself."

In February, we sent a "Red Hot" basket containing chips and salsa and other spicy items to the same audience. The idea was to promote the fact that our ad pages were up and "hot" as reported by CPAR.

— **Joanne Pirnik**, marketing coordination manager, *InfoWorld*

Advertisers in a whirl over *Multimedia World* helicopter promotion

We use premiums as a fun way to get potential advertisers' attention, in a way that makes it non-threatening for them, and as a token of our appreciation. If we can make the promotion enjoyable for the advertisers, it increases the chances that they will see us in a more favorable light, and not merely as just another publication making a sales pitch.

We have had several premiums for our readers including an offer for 80 megabytes of Aris ClipArt, a variety of clip art that subscribers get when they sign up for *Multimedia World* at trade shows or through the magazine.

For advertisers, we designed helicopters for our launch when we spun out of *PC World* that said "The Launch, December 1993." They sit on a desk, and when you push a button, they spin and take off. We received an extremely positive response from this promotion, and it was rumored that advertisers were quarrelling over the limited supply.

— **Damon Dean**, marketing development manager, *Multimedia World*

GamePro teams with advertisers to offer contest promotions resulting in win-win situation

GamePro magazine has done a number of contest promotions with advertisers. Currently we are mailing a renewal sweepstakes in which an advertiser donated a popular arcade game as an early bird prize. The sweepstakes is a "co-op" sweeps in which the regular prizes are not geared to our audience. This added prize gives the package a look and feel that is more tailored to our readers. It's a win-win situation. We are able to offer a terrific prize, creating an added incentive for subscribers to enter the sweeps, and the advertiser's product is heavily promoted throughout the package.

GamePro has always run contests inside the magazine and most are in conjunction with our advertisers. We recently combined a subscription offer with an advertiser supported contest. The reader had the option of subscribing to *GamePro* and/or entering the contest by returning an insert card. The advertiser provided most of the prizes. Infotainment World administered the contest and sent the responses to the advertiser for future promotional mailings. The response to this contest was tremendous.

— **Holly Klingel**, circulation director
— **Marcia Newlin**, subscription promotion specialist
Infotainment World

Barred from show, *FCW* manages to get message out

Federal Computer Week was prohibited by FOSE organizers from having a booth at the trade show, so the staff devised some clever ways to promote *FCW* to its advertisers and prospects.

They were able to introduce *FCW*'s latest initiative to bring focused product coverage to the federal market by hosting a "time-out" suite across the street from the show. Publisher **Jim Hussey** gave a 30-minute presentation each day to about 50 current and potential advertisers, and all attendees were eligible for a drawing for tickets and an all-expense-paid weekend to the Final Four college basketball tournament.

— **Agnes Vanek**, circulation director, *Federal Computer Week*

Network World devises edible promotions to build awareness and break through envelope clutter

- The best mailing we ever did was our *Network World* Delivers video packaged with Cracker Jacks and licorice whips. The package was sent to our top 200 customers and prospects with a letter from Publisher Colin Ungaro that said 'Take 4—4 minutes and 4 seconds to learn everything you ever wanted to know about the networking marketplace."
- To help raise awareness of a special groupware supplement we were going to publish, we mailed a large chocolate disk in a gold box. It said "*Network World* is Suite on Groupware" and was sent to all groupware manufacturers. We followed up with T-shirts for advertisers that read "Groupies for Groupware" which carried the *Network World* logo.
- Once again, we found ourselves in need to promote a new supplement so we sent small bags of coffee that said "get a taste of all the hot products at INTEROP with *Network World*" to all *Network World* contacts at INTEROP exhibiting companies.

It is difficult to measure the direct impact that gimmicks have on advertising sales but they do get noticed, help break through the #10 envelope clutter and raise overall awareness. One year later, advertisers still comment on the video mailing, two years later they are still trying to get more groupware T-shirts, and the INTEROP supplement was one of the most successful sections in *Network World's* history.

- **Marketing Dept.,**
Network World

PCW uses editorial angle for mouse pad premium

We've been using a mouse pad in our new subscriber acquisition programs and have had a 15% average lift in response since we rolled-out with it in December 1993. We always try to use editorial premiums whenever possible. The mouse pad premium combines both an editorial and merchandise aspect. Every issue of *PC World* has a pull-out Instant Reference card. We printed one of the most popular cards, Windows 3.1, onto a mouse pad. It has been received very well; people have been calling in to request more of them.

— **Francesca Davies**,
senior promotions manager, *PC World*

AmigaWorld gets extra mileage out of reference guides

AmigaWorld offers an *Amiga* DOS Quick Reference Guide or a utilities disk for the initial sell and renewals. The reference guide is less expensive to produce and provides users with the most widely used commands, formats and descriptions. "Tool Chest," a utilities disk produced by Devware, is a sampler which includes Imploder, DBase and 2 Nebula. The two promotions are interspersed on insert cards, trade show ads and specials.

— **Johanna Rivard**, circulation
promotion manager
Tech Media Publishing

New *CW* subscribers say "yes" to IS salary booklet

We took the IS salary survey that's published every Labor Day in *Computerworld*, repackaged it as a booklet, and used it as an on-order premium for new subscribers. It's had a dramatic increase on net response, because it's very targeted to reach the personal needs of IS managers. We've been testing it for more than a year, and it's now our control.

— **Gail Odeneal**, vice president
circulation, *Computerworld*

CW's client/server road map charts course to new technology

Reprints of a client/server infrastructure road map have been in great demand by ad agencies, vendors and IS professionals since the map first appeared in the February issue of *The Inside Page*, *CW*'s marketing and editorial newsletter. The brightly colored poster details the various hardware, software and networking platforms and products involved in a client/service structure. "It's been a wonderful tool," Doyle said. "It takes information that's never been organized before [in simple terms] and lays it out clearly. Agencies love it because they look at it and say 'oh, now I understand what you are talking about!'" An updated version is being planned. The map was created by *CW* Marketing Dept. Senior Designer **John Brillon** based on a blueprint by Database Decisions.

— **Mary Doyle**, director of
marketing communication,
Computerworld

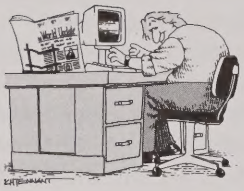
CIO goes out on a limb with tear-apart doll

We've been using an extremely successful device to capture the attention of would-be clients — a tear-apart "Boss Doll." The doll's arms, legs and head are attached to its body with Velcro and can be ripped off in moments of frustration. It comes with a message assuring clients that by advertising in *CIO*, they'll be certain to reach "the boss." In one memorable instance, the doll helped us recapture business from IBM. This was during the Persian Gulf War, and I had sent dolls to several IBM executives. One of the dolls had come apart during its passage through the mail. An overly zealous secretary had opened the doll, interpreted it as a death threat against her boss and alerted security. I went to IBM headquarters attempting to sooth ruffled feathers and in the process convinced the company to begin running ads with us again.

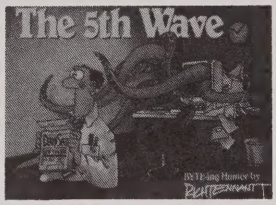
— **Joe Levy**, President, CIO

Off line

Win Your Own

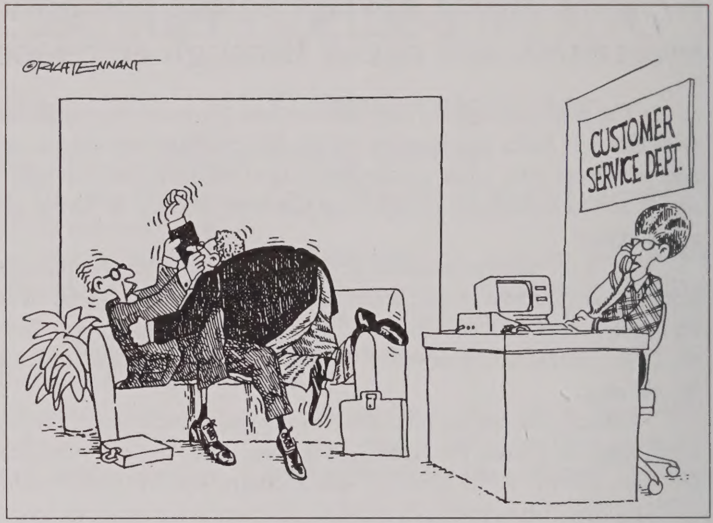


or



Off line T-Shirt

***5th Wave* cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, April 26. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

ASSISTANT EDITOR
Stephanie Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International Publishing Services, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDG plants flag in fast-growing Indonesian market
- PAGE 2

On line: IDC's Gigi Wang takes a turn
- PAGE 3

Off site: *FCW's* Vanek displays a reel passion for fishing
- PAGE 7

IDG *World Update*

VOLUME 24, NUMBER 15

APRIL 11, 1994

Colombia licensee launches *PC World*, opens IDC office

Inviarco Ltd.

On hand at the reception honoring *Computerworld Colombia* and announcing the launch of *PC World Colombia* and a local IDC office were (l-r): Horacio Gómez, chief reporter, *PC World* and *Computerworld Colombia*; Rafael Roldán, president of Ecuasistem, publisher of *PC World Ecuador*; Ciro Villate, director of Inviarco; Tim Clarke, vice president of licensing, International Publishing Services; Carlos Villate, director, IDC Colombia; Héctor Garcia, circulation director, *PC World* and *Computerworld Colombia;* Dary Pena, journalist, *PC World* and *Computerworld Colombia*.

IDG's licensee in Colombia, Inviarco Ltd., has much to celebrate these days. Last month, the company threw a party for some 100 of its top clients celebrating the 100th issue of *Computerworld Colombia*, the launch of *PC World Colombia* and the official opening of an IDC office.

Computerworld has been going strong since its launch in 1988 and is now the No. 1 IT publication in Colombia. Its largest and oldest competitor closed last year. It is very well positioned in the local market and widely regarded as a must-read for

-SEE PAGE 5

Four executives tapped for new CSC committee

Jim Casella, Kelly Conlin named vice presidents

IDG Chairman **Pat McGovern** last week announced the formation of a four-person Management Committee, which will work out of the company's Corporate Support Center (CSC) in Boston and assist in developing the strategy that will help take the company into the next century.

Members of the committee include InfoWorld President and Chief Operating Officer **Jim Casella**, who, along with Marketing Services Division President **Kelly Conlin**, have been named IDG vice presidents, and current Vice Presidents **Ted Bloom** and **Susan Petrie**.

In their new roles, members of the Management Committee will be assisting McGovern, IDG President **Walter Boyd** and IDG Executive Vice President of Finance **Bill Murphy** in developing the company's strategy and communicating its progress to customers and managing both the day-to-day operations of the company and its financial systems and investment portfolio.

"These promotions will help

-SEE PAGE 6

IDG gains foothold in booming Indonesian market

By signing a license agreement last month with an Indonesian publisher, IDG established a presence in one of the few large IT markets it had not yet penetrated. The license allows the country's largest PC monthly, *InfoKomputer*, to publish *PC World* within its pages beginning in May.

"Linking up with a large, strong and high-quality publisher within the country is very important, and we were able to do that," said **Tim Clarke**, vice president of licensing and administration for IDG International Publishing Services. *InfoKomputer*'s parent company is Gramedia, a conglomerate that counts among its holdings 10 newspapers (including Indonesia's largest and most prestigious daily), 15 magazines, a printing company, hotels, department stores, travel agencies and a rattan furniture making company.

Gramedia's involvement with information technology began in 1984 with a series of computer books and expanded in 1987 with the publication of *InfoKomputer*, the only IT magazine it owns. Produced by a staff of 30, *InfoKomputer* has a circulation of 15,000, about 80% newsstand sales. Its average folio size is 74 pages.

INFORMAL IDC TIES

The IDG/*InfoKomputer* relationship actually predates the signing of the publishing license. *InfoKomputer* has had informal ties with IDC Singapore as a resource for information about the Indonesian IT market. The PC installed base is approximately 1.2 million, and IT sales are expected to grow from $600 million in 1993 to $730 million in 1994. There are about 1,000 IT companies represented in the country, the largest of which is IBM.

According to Clarke, the Indonesian government is very strict about granting authorization for new publications and can take up to three years to approve new titles. As a result it was critical to find a competent publisher to incorporate *PC World* into an existing publication. *InfoKomputer* will retain its name but add a reference to *PC World* on the cover.

World Update

P.M. Winarno (right), executive editor of *InfoKomputer*, shows a copy of his publication to David Hill, president of IDG International Publishing Services. Last month, Winarno was in the U.S. to visit the *PC World* office.

MPI rides again!

"My respect for and understanding of other disciplines has increased tenfold!" said one participant after the latest installment of the Management Publishing Insititute (MPI), held last month on the West Coast.

Twenty employees from California and the Asia/Pacific region immersed themselves in the basic mechanics of publishing during the two-and-a-half-day course. IDG experts in the fields of art and design, editorial, production, circulation, ad sales, human resources and business management outlined their responsibilities and discussed how the various functions blend together. A new component on research was also included.

Participants rated the course a 4.6 out of 5 points. In addition to praising the content, attendees welcomed the chance to learn informally from each other. As one said, "Any chance to network with your peers is invaluable."

Kelly Lynch

(Front, left) Russ Glitman, *PCW*; Fran Fox and Debra Vernon, IFTW; Yoko Nishii, IDG Japan; Bob Peterson, *IW*; Kaye Sharbrough, *CW*, Bob Jones, *IW*. (Row 2) Tom Mathews, facilitator, IDG HR; Paul Worthington, *MMW*; Charlotte Ziems, *IW*; Noel White, *PCW*; Mayumi Oyamada, *MW Japan*; Susan Simmons, *PCW*; Jim Martin, presenter, *MW* (Back, left) Osamu Honma, *MW Japan*; Alec Brown, IDG New Zealand; Cynthia Koral, *MW*; John Brobst, Asia Support Center; Wes Nihei, IFTW; Steve Fox, *PCW*; Robert Wells, IDG Australia.

On line

ASK GIGI

Gigi Wang, vice president of IDC's Communications Industry Research, takes a turn as this week's guest columnist.

Q What do you think the effect of all the mergers between cable and telephone companies and telephone companies and wireless companies will mean for the future of the communications industry?

A There is no question that as mergers between cable TV and telephone companies continue, the nature of future competition within the communications industry will change. The goal of these mega-mergers is to build a full-service network in the future that will offer entertainment, information and transactions.

The merging of these companies will also result in more focus on the consumer business. In the U.S., cable TV is a $25 billion market, compared to $6 billion for the movie theaters. Consumer transactions such as catalog shopping is a $52 billion market. TV and radio advertising is a $35 billion market. All of these present opportunities for expansion among telephone companies, which compete in a $160 billion U.S. telecommunications market. Likewise, telecommunications is an opportunity for cable TV companies.

Q I've been hearing a lot about asynchronous transfer mode. What impact will this have on the communications industry?

A Asynchronous transfer mode, or ATM, is a relatively new technology that will enable very high-speed networking. It is unique because it can carry voice, data, video and all other types of traffic equally well. Moreover, it is a technology that can be used on both local-area and wide-area networks, and on customers' equipment as well as on the telecommunications carriers' networks.

The impact of ATM is significant for everyone in the communications industry, including users, equipment vendors and telecommunications carriers. Users will have high-speed network equipment that operates with new network services to enable new applications such as multimedia.

Q Do you think client/server computing will be the foundation of all future computing platforms, or is it a passing fancy of journalists and analysts?

A Client/server computing and networking environments are prevalent today. Client/server architectures are primarily driven by PC LANs, which have proliferated over the past decade. More and more applications are being migrated to operate on PCs connected by LANs rather than on mainframe computers. Prices for LAN equipment have also dropped dramatically. Advanced LAN technology has increased the speed of LANs more than tenfold over traditional data networks. So the availability of applications, the affordability of LANs and LAN equipment, and the rapid pace of technology development have worked together to drive the success of PC LANs and client/server networking.

Q Now that it has been over a year since LINK Resources Corp. merged with IDC, could you explain how this merger is going? Also, how have the LINK programs merged within the Communications Group?

A Sixteen months after LINK Resources was re-merged with IDC (LINK was originally acquired by IDC and then became a separate IDG company) business is excellent for both LINK and IDC. One of the most noticeable changes in the LINK business is the focus back to the continuous information services. This has resulted in a dramatic improvement in financial performance as well.

On the communications side of LINK, the research programs have been fully merged with IDC's programs. LINK has responsibility for all of the telecommunications and interactive services research for both the mass market and the commercial market. The LINK programs focus on the impact of digital media convergence, and how this will affect the telecommunications carriers as well as the content owners. The LINK programs publish research on the future "coopertition" [cooperation/competition] of cable TV companies, telephone companies and information services companies. LINK is particularly well-known for its research in the consumer markets for telecommunications services and interactive multimedia services.

Q I heard LINK Resources has a new continuous information services program called Wireless Communications. What is the focus of this program, who is it targeted to and how does it fit into the Communications Group?

A Building on its strength in the mass markets and in telecommunications, LINK has launched a new Wireless Communications program. This program is targeted to equipment vendors and service providers that offer mobile or wireless products. Most of the clients are wireless services providers such as cellular carriers or vendors of wireless equipment.

We have also launched a joint venture of our own — with IDC's Desktop Group. The IDC/LINK Communications Group and Desktop Group have joined forces to offer a comprehensive program called Mobile Technologies, which includes research on wireless communications, mobile computing and wireless applications. Through this alliance, the Wireless Communications program also has PC companies as clients.

Senior Executive Forum targets growth, leadership

Last month IDG held its second U.S. Senior Executive Forum, an intensive two-day program designed to help stimulate participants' thinking about the changing competitive environment and its impact on the organizational and leadership capabilities IDG business units need to expand and transform their businesses. The forum was open to all IDG U.S. business unit presidents and this year attracted 19 participants.

The theme for this year's forum was "Growing Your Business — Developing Strategic, Organizational and Leadership Resources for Competitive Success." Three outside speakers, Douglas Ready from the Center for Executive Learning, Morgan McCall and William Davidson, both from the University of Southern California, focused on themes including leadership, organizational change, human resources management and change management. A panel discussion dealt with the specifics of managing the change process within IDG business units.

"The formal sessions were excellent, but for me, the highlight was the opportunity to brainstorm with my IDG colleagues. I brought home some great ideas," said **Jeff DeTray**, president of Business Computer Publishing in Peterborough, N.H.

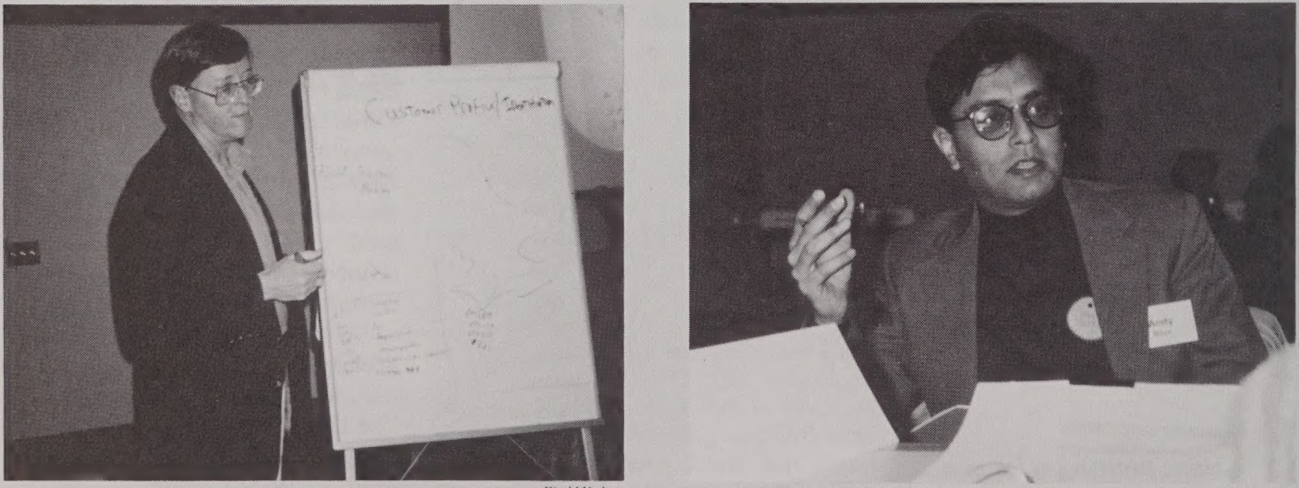
"We've had very high ratings for the program," noted **Martha Stephens**, vice president of Corporate Human Resources, which organized the forum. "The forum is a reflection of our commitment to investing in our people through training. It addresses two key concerns for these managers: How do you manage the growth of your business? And how do you continue to develop as a leader? Managers were also able to strengthen their relationships with one another while taking advantage of each others' experiences."

The Senior Executive Forum will be customized for Asia/Pacific managers and offered this June in New Zealand.

World Update

PC World's Pat Kenealy, _InfoWorld_'s Jim Casella and _Macworld_'s Jim Martin were among the participants at last month's U.S. Senior Executive Forum in San Francisco.

Long Range Planning Preparedness Meeting stresses customer focus



World Update

World Update

John Gantz, IDC's senior vice president for desktop research (left) and Andy Bose, vice president of research and consulting at LINK Resources, presented two of the four committee reports at the IDG Long Range Planning Preparedness Meeting last month. The annual session explored how to develop customer-focused planning and how to form partnerships to enable customers to meet their short- and long-term objectives.

Colombia

-FROM PAGE 1

intermediate and high-level managers in the IT industry.

PC World is the first publication in Colombia written exclusively for PC users. "There are currently a half million PCs installed in the country, and we expect that at least 10% of their owners will very quickly become subscribers," said **Ciro Villate**, director of Inviarco.

FASTEST-GROWING MARKET

Colombia is the fastest-growing country market in Latin America behind Mexico, according to **Paul Pastrone**, IDC's director of Latin American Research. "In the next five years, we forecast that the IT market in Colombia will enjoy a compound annual growth rate of 17.9%. The country currently represents about 3.4% of the $10 billion Latin American market for hardware, software and services, or $343 million in 1993."

The top six Latin American markets in descending order are: Brazil, Mexico, Venezuela, Argentina, Chile and Colombia. IDC has established offices in each of these countries. The offices contract with IDC to do approximately eight regional studies per year in addition to providing research services to their own local customers.

The IDC Colombia office is headed up by **Carlos Villate**, who began his IT career with a 12-year stint at IBM followed by positions at a number of Colombia's largest IT-user organizations.

"We are doing something completely new in the IT market research area in Colombia, and we have been very well-received by the local market," noted Villate, adding that the company currently faces no direct competition.

"We've had a lot of demand from some of our U.S. clients — particularly Unisys, IBM and Hewlett-Packard — for information on the Colombian marketplace," Pastrone noted.

"Carlos and his group are particularly well-placed to deliver the kind of information needed both locally and here in the U.S.," he added.

IDC's Latin American managers plan strategy at two-day research meeting

IDC

Seated (l-r): Magdalena Zermeno, IDC Mexico; Susana Arreaza, Marisela Zambrano and Judith Gil, IDC Venezuela. Standing (l-r): Lauri Jones, IDC; Carlos Villate, IDC Colombia; Saul Cruz, IDC Mexico; Ruben Argento, IDC Argentina; Ciro Villate, Colombia; J.P. Martinez, IDC Brazil; Eric Prothero, IDC; Jorge Marfan, Chile; Paul Pastrone, IDC.

IDC held a two-day Latin America research meeting just prior to the recent IDC Briefing Session in Boston. In attendance were the managers of each of IDC's six offices in the region: Brazil, Mexico, Venezuela, Argentina, Chile and Colombia.

The meeting served as an opportunity to kick off the '94 research year. Attendees worked out a schedule for 1994 studies, which will include topics such as PCs, LANs, services and support and multiuser systems. On the second day, the group hosted a breakfast for 40 of IDC's local clients to introduce them to the Latin American managers.

"The meeting provided an excellent opportunity for the Latin American managers to discuss opportunities for synergy as we continue to expand our local research and consulting activities," noted Ruben Argento, general manager of IDC (and IDG) Argentina. "We were also fortunate to hear from other IDC employees including various members of the Framingham staff and IDC President Kirk Campbell who were very supportive of the work we are doing in Latin America."

Attention circulation directors:

IDG will hold its Circulation Directors Meeting on April 27-28 at the Highlands Inn in Carmel, Calif.

For further information, please contact Agnes Vanek at *Federal Computer Week* in Falls Church, Va. She can be reached by phone 703-876-5087 or by fax 703-876-5126.

PC World, Computerworld top AdScope list of revenue gainers

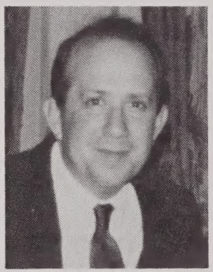
A report earlier this year from *Folio: First Day,* the fax newsletter on trends in the publication business, pointed out strong performances from two IDG publications. Among the publications carrying computer advertising, the two leaders were *PC World,* with a 26% revenue gain in 1993 compared with 1992, and *Computerworld,* which enjoyed a 23% gain during the same period.

	Circulation	Ad. revenue (millions)		% change
		1993	1992	
PC World	915,326	60.5	48.1	+25.9
Computerworld	139,652	63.6	51.7	+23.0
Computer Reseller News	90,047	56.5	49.2	+14.7
PC/Computing	875,768	57.9	51.3	+12.7
Wall Street Journal	1,818,562	107.6	100.1	+7.5
PC Magazine	1,039,720	182.5	172.1	+6.1
Computer Shpper	504,212	62.8	59.8	+5.6
InfoWorld	225,048	58.8	56.0	+5.2
PC Week	230,143	90.7	87.6	+3.5
Business Week	883,718	57.8	56.0	+3.2

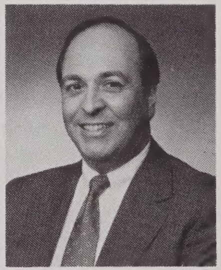
Source: AdScope
Note: All dollar estimates are based on 70% of one-time black-and-white ad rate

Committee

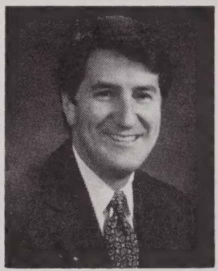
-FROM PAGE 1



Bloom IDG



Casella InfoWorld



Conlin IDG

Petrie World Update

strengthen the management team at a time of tremendous growth and opportunity for IDG," said McGovern. "As we continue to grow in a decentralized fashion, it is clear that the corporate support and resources we give each of our business units must also grow."

DECENTRALIZATION UNAFFECTED

"The formation of this committee in no way affects our commitment to corporate decentralization or the autonomy of the individual business units," Boyd noted. "However, as we look to reach the $1 billion milestone and beyond — and at the many new projects we have going that will fuel this growth — we are simply too short-handed here to handle the volume of requests for assistance we are receiving from the business units."

With the exception of Jim Casella, who will step down as IW's president and COO, each of the Management Committee members will retain their current positions. Conlin, who has been with IDG for five years, will continue to be responsible for national account sales, corporate marketing and international sales operations.

Bloom, a 26-year veteran of IDG, has been vice president and corporate controller for the last 12 years. Petrie, vice president of financial planning and analysis, has been with the company since 1988. They will work closely with Murphy to help formulate and guide the company's financial strategy over the coming months.

"The charter of this committee is to work in partnership with the business units to help them identify new markets and business opportunities and provide the support needed to help them prosper and grow as we move forward into the second half of the decade," noted Bloom. "As a member of the Executive Committee and the CSC, providing this support is a function I am familiar with, and I look forward to continuing to serve the worldwide business units in this new capacity."

Casella, who will remain at *InfoWorld* until a successor can be named, brings a wealth of operating experience to the committee, noted Murphy. "It is a testament to the caliber of the senior management team that is currently in place at *InfoWorld* that I am able to make this exciting transition," Casella said. "There is little doubt that the company will continue to prosper and grow under their stewardship."

Casella plans to work closely with the Corporate Human Resources Department and an outside search firm to conduct a thorough internal and external search for his replacement.

"This move should be quite transparent to the business units around the world," noted Boyd. "We are simply adding some much-needed firepower."

IDG Job Opportunities Update

Monday, April 11, 1994

SALES OPERATIONS ANALYST - SAN FRANCISCO (IDG/MARKETING SERVICES DIVISION)
The ideal candidate will provide sales support services, including: quantitative analysis to support contract/incremental business negotiations; contract documentation preparation and internal rate gathering and negotiation. Individual will also report and provide an analysis of IDG and competitive ad spending data. Analyst will respond to inquiries from internal and external clients. Superior quantitative, analytical, and communication skills required.. 1-2 years business experience preferred.

RESEARCH ASSISTANT (IDG RESEARCH SERVICES)
The individual in this position will administer the Ad Base research report process. Responsibilities will include, interacting with clients and vendors, contributing to ongoing projects and providing general clerical support. Mac experience required.

RESEARCH INTERN (IDG RESEARCH SERVICES)
The intern will assist in running syndicated research report requests, distributing reports and providing general clerical support. Ideal candidate should be an Advertising or Marketing major with computer experience (PC or Mac) This position if full-time during the summer and part-time during the school year.

OPERATIONS SPECIALIST (CIO)
The individual in this position will be responsible for coordinating receptionist coverage, filing, managing office supply needs and general administrative duties. Candidate will also be responsible for input to and maintenance of the purchase order database. Strong Macintosh and PC skills are necessary. BA in Business Administration or Accounting preferred..

INFORMATION RESOURCE ASSOCIATE (NW)
Individual will provide strategic market information to the marketing, research and sales functions. Candidate will be responsible for generating and analyzing on-line syndicated research runs, processing secondary market information and assisting in the development of customized sales presentations. Strong communication skills are necessary. College degree required. 3-5 years marketing experience preferred. Familiarity with syndicated research, a plus.

PART TIME SALES ASSISTANT / DIRECT RESPONSE ADVERTISING (NW)
The individual in this position will support the Direct Response Advertising Department. Responsibilities will include, ad tracking, implementing promotional programs and maintaining a client database. Macintosh and Excel experience desired. Knowledge of PageMaker and FileMaker Pro preferred.

SALES ASSOCIATE - WEST COAST (IDC)
The primary responsibility will be to provide administrative support to the sales staff. This will also include the coordination of contracts and bookings, maintaining sales collateral, preparing materials for sales calls, scheduling and some contact with clients. Previous administrative experience required. Knowledge of Macintosh, Microsoft Word and Excel is essential.

CONSULTING COORDINATOR - WEST COAST (IDC)
The individual in this position will prepare and produce proposals, presentations and marketing materials. Duties will include coordinating consulting sales efforts through marketing events, telemarketing, and mailings. Individual will also provide backup support for consulting operations in Framingham, MA.

HUMAN RESOURCES REPRESENTATIVE (COMPUTERWORLD)
Computerworld is looking for an experienced generalist to provide human resource support with special emphasis on recruiting, employee relations, training and benefits communication. Individual will interact with and support employees at all levels of the organization. 4-5 years of HR experience required. Strong communication and customer support skills are essential.

ACCOUNT EXECUTIVE / VAR DATABASE SALES (COMPUTERWORLD DATABASE DIVISION)
The individual in this position will be responsible for phone sales. Sales experience, plus knowledge of the computer industry is necessary. Some travel required. Knowledge of Windows preferred.

BUSINESS DEVELOPMENT MANAGER (ELECTRONIC MARKETPLACE SYSTEMS, INC.)
Candidate should possess business development, presentation and account management skills. Experience working with computer industry trade publications, on-line transaction systems of a PC or LAN vendor is required. BA/BS degree is necessary. MBA preferred. 5+ years of sales or business development experience a plus. Travel required.

DESIGNER (INFOTAINMENT WORLD)
Responsibilities include design and layout of editorial content for Electronic Entertainment. 2+ years experience in a design/ad agency, publishing or the equivalent required. Knowledge of Freehand, Illustrator, QuarkXPress and Photoshop essential. Four color Macintosh production proficiency a plus.

INSIDE SALES REPRESENTATIVE (ELECTRONIC MARKETPLACE SYSTEMS, INC.)
Responsibilities include pursuing new sales prospects via telemarketing, maintaining contact status, and developing business relationships which lead to vendor placement and participation agreements for on-line systems. Will also provide training to third-party telemarketing staff and project assistance. BA/BS degree plus 2 years experience as an inside sales/telesales representative is required. Knowledge of computer industry trade publication and/or on-line transaction systems preferred.

EDITORIAL ASSISTANT - EAST COAST (IDG BOOKS)
Ideal candidate will provide administrative support to the Publisher and Editorial Director in the Programmers Press group. Excellent communication skills required. Knowledge of Word and Excel for Windows preferred. 3+ years experience necessary.

SENIOR EDITOR - EAST COAST (IDG BOOKS)
Individual will manage in-house and freelance project editors, technical editors, proofreaders, copyeditors and indexers for the Programmers Press group. Candidate will also coordinate efforts to produce quality technical books, track all projects under development via project management software and manage author and vendor relationships. Position requires 3+ years in editorial management. Proficiency in critiquing and editing PC based technical articles or manuscripts is necessary.

PUBLISHING DIRECTOR, DUMMIES PRESS (IDG BOOKS)
The individual in this position will be responsible for all P& L's for the business unit, strategic direction, development and growth of the franchise, management, and development of a multi-disciplinary team. Successful candidate must have proven ability to conceive and develop new ideas and provide outstanding leadership.

PUBLISHING DIRECTOR, BUSINESS BOOKS (IDG BOOKS)
Duties include full P&L responsibility for the business unit, strategic direction, development and growth of the franchise, management, and development of a multi-disciplinary team. Candidate must have substantial business publishing experience, plus industry relationships and competitive knowledge. Entrepreneurial spirit is necessary.

PUBLISHING DIRECTOR, MACWORLD PRESS (IDG BOOKS)
The ideal candidate will be responsible for all P&L's for the business unit, strategic direction, development and growth of the franchise, management and development of a multidisciplinary team. This position will expand the Macworld lines. Individual will also be responsible for all aspects of the business, including development and positioning of lines plus managing relationships with the magazine and hardware/software manufacturers. 3-5 years Mac book market experience required.

PUBLISHING DIRECTOR, PC PRESS (IDG BOOKS)
Candidate will be responsible for all P&L's for the business unit, strategic direction, development and growth of the franchise, management and development of a multi-disciplinary team. Must be able to create and develop new ideas and provide outstanding leadership. Individual will build on established products and author/vendor relationships. 3-5 years PC technology publishing experience is required.

PUBLISHING DIRECTOR, IDG BOOKS MULTIMEDIA (IDG BOOKS)
Candidate will be responsible for all P&L's for the business unit, strategic direction, development and growth of the franchise, management and development of a multi-disciplinary team. Must be an entrepreneur to launch a startup within Books, Prior multimedia publishing or product development for digital media is preferred.

PUBLISHING DIRECTOR, CUSTOM PUBLISHING (IDG BOOKS)
Duties include full P&L responsibility for the business unit, strategic direction, development and growth of the franchise, management and development of a multi-disciplinary team. Must be able to capitalize on publishing opportunities that are a byproduct of relationships with hardware and software vendors. Book publishing and technology experience a must.

DIRECTOR OF RESEARCH (IDG BOOKS)
Ideal candidate will conduct and write research using primary and secondary sources. Individual will be involved with marketing, consulting and sales activities. Candidate must be a proficient project manager and research analyzer. BS/BA with 10 years applicable experience plus 5 years management experience required.

FAXBACK SYSTEMS ADMINISTRATOR (PC WORLD)
Candidate will manage and expand the PC World Interactive Fax computer and telecommunications systems. Individual will serve as operations liaison for clients, provide technical feasibility and cost analyses for new fax product lines, and manage new systems applications. Proficiency in the operation of hardware, software, LAN, Windows, Paradox and Excel is essential.

EDITOR , POWER PC WORLD (MACWORLD)
Successful candidate will develop editorial content of Power PCWorld newsletter. Duties will include ensuring quality, content and presentation of the newsletter. Management and project management skills necessary. Knowledge of microcomputers is necessary. Public speaking skills plus in-depth knowledge of microcomputing preferred.

IDG Job Opportunities Update

April 11,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Assistant	IDG Research Serv. ,Natick, MA	M. Cornetta	(508)935-4734
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Systems Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	J. Pierce	(617)422-8040
IDG/IPS	Systems Analyst/Network Admin	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Account Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Operations Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	Peterborough, NH	M. Cornetta	(508)935-4734
BCP	Sales Representative	Peterborough, NH	K. Miller	(603)924-0134
NW	Information Resource Assoc.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
IDC	Consulting Coordinator	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sales Associate	Mountain View, CA	D. Miller	(508)935-4133
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, PC Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Research Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	Acct. Exec./VAR Database Sales	CW Database, Framingham, MA	J. Carpenter	(508)935-4396
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
EMS	Business Development Mgr.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Researcher	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update April 11,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Fluegelman Internship	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editorial Content Engineer	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editor, Online Editorial	San Mateo, CA	L. Schmid	(415)312-0669
IW	Events Specialist	San Mateo, CA.	L. Schmid	(415)312-0669
IW	LAN Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor (1)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Director of Electronic Publishing	Multimedia World, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Advertising Information Asst.	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
IMI	Administrative Assistant	Advanced Systems, San Francisco, CA	F. Lee	(415)267-1722
IMI	Circulation Director	Publish, San Francisco, CA	S. Rees	(415)978-3306
IMI	Circulation Director	Advanced Systems, San Francisco, CA	S. Rees	(415)978-3306
IFTW	Designer	San Mateo, CA	K. Marty	(415)286-2573
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Manufacturing Specialist	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Yam	(415)286-2546

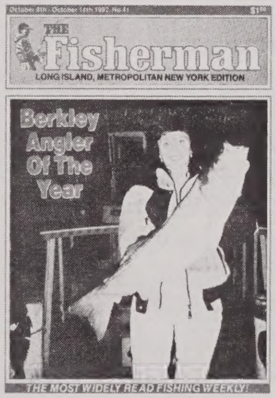
Off-site

A passion for fishing nets *FCW*'s Agnes Vanek fun and fame

Agnes Vanek has been with *Federal Computer Week* for over a year now. As she likes to say, "Hillary [Clinton] and I started our jobs on the same day." Agnes relocated from Long Island, N.Y., to become circulation director for *FCW*, and brought with her 15 years of experience in publishing for companies the likes of Ziff-Davis, CMP Publications and Bill Communications. But her real passion is far removed from her office outside the nation's capital and has taken her from Montauk Point, Long Island to Puerto Rico, from Florida to Washington state. Agnes is a sport fisherman, a talented angler highly regarded among her peers.

A FAMILY AFFAIR

Agnes recalls her family always fishing together. Her family owned boats until she entered high school, and she credits both her mother and father with instilling in her a passion for fishing. Even today, in their 70s, Agnes' parents fish together and are passing the sport on to another generation. Agnes often joins her parents and her nieces and nephews, who range in age from four to 11 and have already embraced the family tradition.


October 8th - October 14th 1992, No 41
$1.00
THE Fisherman
LONG ISLAND, METROPOLITAN NEW YORK EDITION
Berkley Angler Of The Year
THE MOST WIDELY READ FISHING WEEKLY!

Agnes placed in her first tournament when she was 13 years old. She won third place in a kids' competition, reeling in a snapper, and has since advanced to victory in contests with higher stakes. Surprisingly, Agnes has never eaten any of her catches ("I give it away or throw it back"), and until last year, had never tasted fish. "I've never even had tuna out of a can," Agnes said. Her mother was allergic to fish and rarely served it in their home.

Her familial fishing jaunts began in Montauk Point, a location that boasts some of the best sport fishing in the world. Since her transfer to the Washington, D.C. area, Agnes divides her time between fishing in Montauk and Chesapeake Beach on Maryland's western shore. Last year she caught her first tuna, a white marlin and a 52-pound black drum. From May through June, Agnes fishes on the Chesapeake, but July through November "you can find me in Montauk just about every weekend," she said, because that's when her favorite catch, the striped bass, moves in. The challenge in striped bass fishing is the New York law that allows an angler to keep only one fish (36 inches or larger) per day. Agnes' largest striped bass was 31 pounds.

Last year Agnes bought a 45-foot charter boat, aptly named *Sport Fisher*, and is working toward her captain's license. To be eligible for a Coast Guard certified captain's license, one must log 360 days on the water and pass a written test, which Agnes plans to take next year.

In the meantime, Agnes has a captain who runs the charter business out of New York and will bring the boat to Maryland for charters during May and June.

In the height of the season, Agnes charters five to six trips per week, but what is most important to her is that the boat be offered up for charity. She has donated fishing trips to charitable organizations and has become very involved in the "Send a Kid Fishing" program, which hopes to inspire in children a love for fishing.

A LEAGUE OF HER OWN

In 1992 Agnes was honored by *The Fisherman Magazine* as the Berkley (fishing gear manufacturer) Angler of the Year, a coveted title never before bestowed upon a woman. She was featured on the cover of the magazine, and a subsequent issue contained a two-page follow-up and spread on her fishing adventures. She was invited by a local radio station to be a call-in guest and became a celebrity in Long Island fishing circles.

Agnes Vanek shows off the 52-pound black drum she snagged last year.

Notoriety had its drawbacks, and Agnes felt a great deal of resentment from men. "I get a lot of second looks about fishing because it's not a woman's sport," Agnes said. But she reckons with such adversity with quiet confidence. "I know I can do it. I know I'm a good angler, and I do it silently and by example."

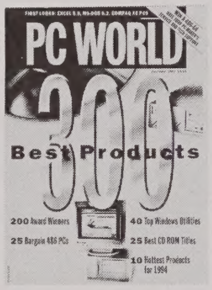
Despite the large part fishing plays in her life, Agnes says she won't be relocating to the South Seas anytime soon. "I don't see myself leaving publishing for many years, but it's always a nice dream that I could fish forever and be happy."

Chairman's achievers

Jeff Berlin, Robert Kanes, Greg Silva
Phil Lemmons, Cathy Baskin
Art and Editorial Departments
PC World

PC World received a Gold Award in *Magazine & Bookseller's* 10th annual cover competition for its December 1993 issue. Members of the art and editorial departments have been nominated for a Chairman's Achiever Award for their contributions to the issue that earned *PC World* well-deserved national recognition.

Already an established leader in providing the latest on information technology to business managers, *PC World's* graphics team was able to outdesign *Windows*, *Byte* and *MacUser*, among other titles. The talent and creativity of **Jeff Berlin**, **Robert Kanes** and **Greg Silva** guaranteed the success of the four-color, digitally composed photographic design of the December cover highlighting the 300 best products of 1993. In editorial, **Cathy Baskin** and **Phil Lemmons** also contributed toward the cover design.



PC World's Senior Vice President of Circulation, Marketing and Research, Heather Martin Maier, underscoring the critical importance of a strong cover, said, "This award shows that our design team's efforts to create compelling graphics have paid off."

Artistic and editorial talent combined to boost *PC World's* average single copy sales 13% for December 1993 as compared to the same period a year ago.

To nominate an employee, managers should request a form from the IDG Chairman's Office, fax 617-859-8642.

Always on call, IDG receptionists honored for outstanding service

Julie Dunn

World Update

InfoWorld

The mellifluous voices and helpful demeanor of Tracy Kenny (left), Dody Keefe and Paul Smith impressed the independent panel of judges.

The IDG Receptionist Survey was recently completed and three winners were selected from among all of IDG's U.S.-based business units and sales offices for the exemplary manner in which they handled incoming calls. This quarter's first-place winner is **Tracy Kenny** from IDG's Shared Services Department at 501 Second Street in San Francisco. Runners-up are **Dody Keefe** from IDG World Expo and **Paul Smith** of *InfoWorld.*

Each winner received an arrangement of flowers and a personal note of congratulations from IDG Chairman Pat McGovern.

The survey is conducted quarterly by an outside consulting firm and is managed by the Corporate Communications Department. Receptionists are judged on various criteria including overall knowledge of IDG as well as ability to direct calls appropriately and a positive, helpful attitude.

"There is no doubt of the importance of the attitude and effectiveness of our receptionists," said McGovern. "They are the first people our customers and potential employees speak with and as such, present the initial impression of IDG."

Online functional meeting slated for May

Amanda Hixson, *InfoWorld's* director of licensing, and *PC World's* Director of Online, Jim Moody, are hosting the company's first Online Functional Meeting May 15 and 16 at the Silverado Country Club in Napa, Calif.

The meeting will offer a broad overview of on-line publishing, its future, and clear discussion of the administration and legal issues involved in setting up services.

The meeting is open to anyone who is interested in on-line publication. If you have questions about content, please call Amanda Hixson directly at 415-525-3468. For registration materials and a copy of the program, please call InfoWorld Editorial Events at 800-633-4312 or 415-312-0693.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Rainer Oberländer - IDG Germany

SIXTEEN YEARS

Ursula Sauter - IDG Germany

FIFTEEN YEARS

Walter Schönberger - IDG Germany

THIRTEEN YEARS

Helga de Gregori - IDG Germany

TWELVE YEARS

Edelgard Hartwig - IDG Germany

ELEVEN YEARS

Andreas Förth - IDG Germany
Penny Rigby - Publish

TEN YEARS

Thomas Bergerskogen - IDG Norway
Valerie Sanclemente - IDG
Karen Wallace - Network World
David Sanders - IDG
Carlos Alberto Pereira - IDG Brazil
Yanick Robain - IDG France
Elisabeth Franconeri - IDG France
Sieglinde Pöshel - IDG Germany
Susanne Schulze - IDG Germany
Wolf-Dieter Lorenz - IDG Germany
Richard Fachtan - IDG Germany
Edward W. Acly- IDC
Robert J. Callery - IDC

NINE YEARS

Joan Swarms - PC World
Rich Mikita - Computerworld
Jorge Silva - IDG Brazil
Joachim Herbert - IDG Germany

EIGHT YEARS

Donna Felice - Computerworld
David Bromley - IDG Newsletter Corp.
Bill Berghauer - IDG
Bartolome Robles - IDG Venezuela
Judit Fülöp - IDG Hungary
Kazuhiko Kajihara - IDG Japan
Zozaya Carole - IDG France
Serge Monmerque - IDG France
Simone Fiedler - IDG Germany
Hope Winslow - PC World

SEVEN YEARS

Nancy Grant - InfoWorld

SIX YEARS

Richard Pastore - CIO Publishing
Patricia DeBiase - IDG/CI
Lotte Davidsen - IDG Denmark
Graca Sermoud - IDG Brazil
Sophie Patelliere - IDG France
Catherine Priori - IDG France
Barbara Urbaniak - IDG Germany
Miklos Cocron - IDG Germany
Crawford B. DelPrete - IDC

FIVE YEARS

Kari Mette Kolbjornsen - IDG Norway
Sinencio Perez - IDG Venezuela
Kirsten Højrup - IDG Denmark
Erik Müller - IDG Denmark
Åke Boman - IDG Sweden
Ursula Istavrinos - IDG Germany
Gisela Stächelin - IDG Germany
Kelly Milan - PC World

FOUR YEARS

Lawrence Neves - Infotainment World
Linda Nelson - Computerworld
Alessandro Degli Occhi - IDG Italy
Josiane Duhamel - IDG France
Carmen Liermann - IDG Germany
Thomas Wilms - IDG Germany
Jayne Salinger - Publish
Catherine Huchting - Integrated Media
Tim Warner - Macworld
Tony Picardi - IDC

THREE YEARS

Kevin Ellis - InfoWorld
Norma Draper - IDCG
Albert J. Howard - Computerworld
Barbara Sullivan - IDG/CI
Elena Wong - IDG Singapore
Brunello Bossi - IDG Italy
Leif Malmberg - IDG Sweden
Karin Sparr - IDG Sweden
Herman Sundgren - IDG Sweden
Katrin Klein - IDG Germany
Reinhard Prasse - IDG Germany
Monika Schalwat - IDG Germany
Stella Chan - PC World
Leslie Piper - PC World
Renee L. Amadio - IDC

TWO YEARS

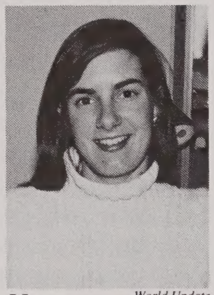
Earl Angus - InfoWorld
Steven Fricke - InfoWorld
Brooke Crothers - InfoWorld
Howard Jessup - Computerworld
Mark Halper - Computerworld
Lisa Stein - World Expo
Peter Fan - IDG Hong Kong
Krisztina Havadi - IDG Hungary
Gábor Révész - IDG Hungary
Finn Morsing - IDG Denmark
Yuriko Tejima - IDG Japan
Juliana Vercelli - IDG Brazil
Andrea Cavelius - IDG Germany
Lianne Gallinatti - Advanced Systems
Ruth Sager - IDC
Christopher G. Willard - IDC

ONE YEAR

Drew Moore - IDG Books
Bonnie Greenwood - IDG Books
Stefani DiMauro - IDG Books
Blanche McDade - InfoWorld
Joel Deceuster - InfoWorld
John Fisher - Infotainment World
Christopher Strodder - Infotainment World
Matt Taylor - Infotainment World
Kelly Lynch - TechMedia Publishing
Ellen Fanning - Computerworld
Kenneth Elliot - Computerworld
Zena Savage - IDG/CI
Bin Li - IDG
Kirstin Phil - CIO Publishing
Catherine Lus - Computerworld
David Schneider - PC World
Kathleen Norton - World Expo
Mats Eriksson - IDG Sweden
Nathalie Mallet - IDG France
Snezana Dejanovic - IDG Germany
Kriemhilde Klippstätter - IDG Germany
Christa Berger - IDG Germany
Klaus Breu - IDG Germany
Kathy Badertscher - PC World
Linda Lawrence - Macworld
Doreen A. Francy - IDC
Paul P. Johnston - IDC
Judith M. Hennebry - IDC

Noteworthy!

NEW EMPLOYEES


Noyes
World Update

Stephanie Noyes is the newest member of *World Update*'s editorial staff. Stephanie was previously employed as an assistant to two journalists in Washington, D.C., and as marketing coordinator for a Boston-based architectural firm. She earned her BA in Latin American studies from Trinity College and enjoys walking, playing tennis and curling up with a good book in her free time.

■ ■ ■

Stephanie Daigre has signed on as an administrative assistant in *PC World's* editorial department. Before coming to the San Francisco area more than a year ago, Stephanie spent seven years in Paris. She earned a maitrise, the equivalent of a master's degree, in philosophy from the Université de Paris X and enjoys reading in her spare time.

■ ■ ■

Tracy Pennell has joined *Network World* in Sunnyvale, Calif., as a sales assistant. She is currently attending Irvine Valley College and enjoys biking, skiing and cooking.

■ ■ ■

Christine Gill joins IDG World Expo as an administrative assistant for ComNet. Christine, whose new position will entail assisting manager David Brandin, was previously employed as a marketing assistant for a small firm in Worcester, Mass. Christine graduated from Ithaca College with a BA in English, and her leisure activities include walking and reading.

■ ■ ■

Network World welcomes **Kevin Fogarty** as senior writer for the client/server applications group. Kevin was most recently managing editor for *ServiceNews*, a computer newspaper based in Yarmouth, Maine, and prior to that was senior editor at *Magazine Week*. While at *Service News,* Kevin interacted with a number of the same vendors that *Network World* does business with. He will be writing from his home in Maine until the middle of May when his wife is due to deliver the newest addition to the Fogarty clan.

■ ■ ■

Gene Lee has signed on as research manager for IDC West to conduct Unix research. Gene comes to IDC from Industry Marketing where he was involved in forecasting and market planning. He completed his BA in physics and economics at the University of California at Davis and received his MBA from Stanford University. In his spare moments, Gene writes and brushes up on his chess game.

■ ■ ■

Electronic Marketplace Systems has hired **John Chiang** as a systems consultant responsible for software development. Prior to joining EMS, John was a senior research analyst at the Bank of America where he developed software for trading stations. John has a BA in applied mathematics from the University of California at Berkeley, and his outside interests include reading and child care.

■ ■ ■

Altsher
World Update

CIO Publishing welcomes its new production assistant, **Resa Altsher**. Resa was previously a producer for Building #19, Inc. cable television and traffic manager for Naylor Publications. She received her BA from Clark University and is now attending the University of Massachusetts/Boston . She plays the guitar, enjoys reading and movies and volunteers in women-centered programs in her community.

Ciullo
World Update

After a stint as a temporary employee for IDG, **Susan Ciullo** has been hired as a full-time associate credit analyst. Susan has been employed as a credit representative for Dana Commercial Credit, Thomson Consumer Electronics and General Motors. She enjoys horseback riding, needlework and carrying a tune.

■ ■ ■

Fantoni
World Update

Kathleen Fantoni has joined IDG's Human Resource Division as an HR manager. In her previous position Kathleen managed a group of consultants providing services to 500 employees, and she will be working with Elaine Oulette to support IDG business units. Kathleen graduated from the College of Saint Rose in Albany, N.Y., with a BA in public communications. She sings in her church choir and is always on the run with Maria and Elise, her two young daughters.

■ ■ ■

Cahill
World Update

IDG List Services has hired **Christine Cahill** as a sales representative. She comes to IDG from Lumber Insurance Companies where she worked as an agency supervisor researching client needs, selling, servicing and maintaining corporate accounts. Christine attended Framingham State College, earning a BA in economics and completing a minor in business administration. Outside the office she enjoys reading, skiing and running

IDC Government welcomes two new employees. Formerly an editorial assistant for Hearst/Izvestia, **Kelley Cook** has been hired as a production assistant for copy editing and layout of newsletters and bulletins. Kelley majored in English and journalism at Augustana College and enjoys reading, writing and listening to music.

Susan Kendrick joins IDCG as an information specialist. Previously owner and interior designer for Charls Interiors, Susan will maintain the IDCG library. She has studied psychology and art, and dabbles in a variety of creative arts including pottery and stained glass, as well as consulting for space planning and interior design.

■ ■ ■

InfoWorld rolls out the red carpet for a host of new employees. **Cynthia Jordan** has been hired as an account manager responsible for sales and demographic editions. She double majored in art and American Studies at Smith College, and outside the office Cynthia relishes music, art and films.

Having had a variety of part-time positions at *InfoWorld* beginning in September 1993, **Alicia Zonis** has signed on as an administrative assistant for the testing and reviews division. She is currently completing her junior year at San Francisco State University and working towards a degree in journalism. Alicia enjoys camping, hiking and traveling while juggling her academic and professional lives.

Zonis

InfoWorld

Ken Torisky has joined *InfoWorld* as a senior copy editor. Ken was previously copy editor for *Macweek* and received his BA in journalism from Ohio State University. In his free time Ken enjoys softball, movies and video games.

Promtions? Transfers? New employees? Send the details to IDG World Update at fax 617-423-0712.

Off line

Congratulations to all our enthusiastic caption contributors. Winner Marc Mikulich will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave.* The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

"Haven't you ever heard of Post-it notes, Mr. Bouré?"
- Steve Ireland, *CW Australia*

"You MUST fix my E-mail."
- Gry Aspaas, IDG Denmark

"To be honest, the tone of the whole department has become more cut-throat."
- Brian Weiss, *Network World* (Sunnyvale, Calif.)

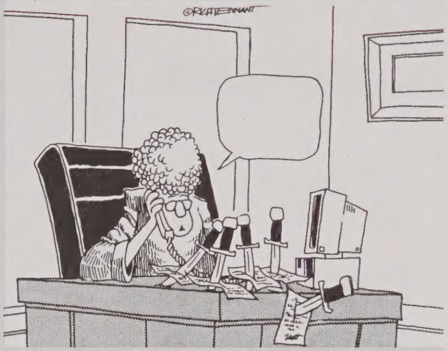
"When I asked you to take a 'stab' at a new messaging sytem, this isn't what I had in mind."
- Marc Calvanico, *InfoWorld*

"If you don't mind, could you just walk the message in next time?"
- Caroline Michel, IDC

"I get the sense the staff is a bit weary of those reminders about cost-cutting."
- Anne Stuart, *CIO*

"Either we've run out of Post-its, or we have some seriously unhappy employees here."
- Rick Popko, PC World Central Services

"This is your manager speaking. In the future, all memos have to be put on the noticeboard!"
- Johan Egging and Gabriëlla Meÿnckens, IDG Netherlands



"...Oh, and you've got a few messages here about the E-mail still being down."
- Marc Mikulich, IDG Books Worldwide

"Hello, help line? I'm a little confused on how to use this cut and paste program."
- Simon Salamon, LINK Resources

"Are my budgets getting cut again?"
- Elie Goldstein, *Advanced Systems*

"I can say with confidence that our company is on the cutting edge of technology."
- Agnes Vanek, *Federal Computer Week*

"MIS? The E-mail system is down."
- Lincoln Spector, *PC World*

"But, about these messages. Do you think they're trying to tell me something?"
- Lisa Humphries, IDG List Services

"Have you ever thought about switching to Post-it notes?"
- Mike Malone, IDG IS

Suddenly, Martha realized that the library means business when it sends overdue notices.
- Nancy Kruse Hannigan, IDC

Celebrating

Shirley Kohn

CURRENT HOME: Munich, Germany

HOMETOWN: Las Vegas, Nevada

PROFESSION: Treasurer in charge of credit, collections and all money transactions for IDG Germany.

JOINED IDG: I was the first employee hired at IDG Germany. In August 1973 I began as a secretary and moved up to accounting department manager in November 1973.

MOST CHALLENGING PART OF YOUR JOB: Keeping one step ahead of the recession in Europe plus reducing financial risks for the company.

BEST PART OF YOUR JOB: Collecting money! I consider this to be a paid hobby!

WORDS TO LIVE BY: "Every problem has a solution."

WHY DO YOU LIKE BEING AT IDG? Friends come and go, but looking back on my life I've found the most genuine and lasting friends to be at IDG. I am proud to work for a company that has always made me feel a part of its family.

OUTSIDE INTERESTS: Singing, tennis, skiing, sailing, bowling, mountain climbing and fitness in general.

DREAM DESTINATION: When I retire, I would like to live six months in America and six months in Europe — and have the best of two worlds.

IDG

Shirley Kohn (seated) celebrated her 20th anniversary at the Ritz-Carlton in Boston last December along with IDG Chairman Pat McGovern, Vice President/Corporate Controller Ted Bloom, Vice President/Corporate Services Marion Kibbee and Executive Vice President/Finance Bill Murphy.

IF YOU COULD CHOOSE ANOTHER PROFESSION TOMORROW, WHAT WOULD YOU DO? I would sing opera professionally as I did before I joined IDG.

FROM ONE WHO KNOWS HER WELL: "I've never known anyone quite like Shirley. As an avid opera fan, I have always been impressed with her very considerable talent as a singer of incredible versatility doing everything from grand opera to rap and gospel! And she brings the same range of versatility and energy to the job. Shirley can do, and has done, anything that she puts her mind to. It has been a real joy knowing her over the past 20 years."

*- IDG President **Walter Boyd***

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

ASSISTANT EDITOR
Stephanie Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International Publishing Services, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

FCW hosts fifth annual Federal 100 awards ceremony
- PAGE 2

Despite being barred from FOSE, *FCW* maintains high profile
- PAGE 2

Advanced Systems, Infotainment World name new execs
- PAGE 6

IDG *World Update*

VOLUME 24, NUMBER 16

APRIL 18, 1994

Publishing Institute reflects IDG's diversity

World Update

***InfoWorld*'s Senior VP/Circulation and Research Pat Crotty leads the group in an exploration of syndicated research's effect on circulation strategies.**

With 86 graduates now in management positions throughout IDG worldwide, the Publishing Institute continues to reflect IDG's commitment to invest in its employees through training. The intensive four-and-a-half-day-program, which took place March 20-

-SEE PAGE 4

IDG World Expo pulls off record-breaking UniForum '94

UniForum '94
BEACH BOYS
VIP Party

UniForum attendees kicked up their heels at a Beach Boys bash on the opening night of the show. Pictured above are (l-r): World Expo's Ken Vitagliano; Mike Love of the Beach Boys; Shannon White, Jackie Murphy and Lilian Lieber of World Expo; Carl Wilson of the Beach Boys; World Expo's Janet Morita and Letitia Clementi; Alan Jardine and Bruce Johnston of the Beach Boys. Front row: Brian Love and World Expo's Cathy Gibson.

Last spring IDG World Expo landed the contract to produce UniForum '94; this spring the company offered up a show that outperformed last year's event in every measurable way.

"We are delighted that World Expo's efforts as the show managers of UniForum have resulted in such a successful show and conference," said Vice President and

-SEE PAGE 5

FCW hosts most successful Federal 100 to date

Annual awards honor individual contributions to government systems

The 5th annual Federal 100 black-tie dinner and awards ceremony was held on March 22 at the Capital Hilton in Washington, D.C. Viewed as the government systems industry's premiere event, the dinner was organized by *Federal Computer Week* and coincided with the first day of FOSE.

The awards honored 100 individuals in the federal government, industry and academia for their ability to manage or influence government systems in 1993. In addition, the Eagle Awards were established this year to recognize an individual from the government and an individual from industry for their exceptional contributions to the federal information technology arena.

MOVE TO A HIGHER PLANE

In years past, National Trade Productions had been a contributing sponsor to the Federal 100, but this year *FCW* became sole sponsor of the event. According to **Lisa Kirchoff**, *FCW's* promotion director, "We felt we needed to take the event to a higher level," and Kirchoff and **Kay Murray**, *FCW* marketing services manager, enlisted the support of Price Lampert Associates, professional event coordinators. As in the past, sponsors purchased tables, but this year two levels of sponsorship were offered: a basic table and a higher level table which included an ad in the program, two additional seats and first pick for winners to be seated at the table. In addition, sponsors were given a countercard for their exhibition booths.

Stan Barouh

Government Information Technology Group President Edith Holmes addresses the sell-out crowd.

Minimal solicitation is necessary for this event, and Murray said "people were knocking on the door" to be sponsors. Tables were sold out two weeks in advance. The dual-level sponsorship offered advertisers increased recognition and networking opportunities.

While last year's presentation broke the record for table sales, *FCW* increased from 29 to 40 tables this year, selling more high level than basic tables.

In a situation where money is almost always lost, *FCW* came close to breaking even. "Dissolving our relationship with NTP has been a long time coming," Kirchoff said, "but everything we chose to do was successful."

Barred from show, *FCW* still manages a high profile

Federal Computer Week participated in last month's FOSE in a most successful albeit unconventional fashion. FOSE, the largest annual federal trade show previewing computer products and services for the federal buying season, which begins in June, was held at the Washington, D.C. Convention Center on March 21-24.

Although FOSE was purchased in February by Reed Exhibition Companies, *FCW* was prohibited from exhibiting as the result of a sanction imposed by National Trade Productions, the previous show owner.

"NTP had barred our companies from buying booth space at its shows because we have said we will launch a trade show unit focused on the government market," explained Government Information Technology Group President **Edith Holmes**. Forced out of one of the highest visibility forums in its market, *FCW* nevertheless devised a plan to establish the newspaper's presence.

13,000 ISSUES DISTRIBUTED

Models were positioned at the entrances of nearby subway stops, hotels and the trade show itself to distribute issues of *Federal Computer Week*, a supplement and a card deck in white bags featuring the prominent blue *Federal Computer Week* logo. Circulation Director **Agnes Vanek** and Assistant Manager for Circulation **Mary Leiphart** drove with the *FCW* freight truck circling the convention center and assisted the models in distributing 13,000 issues in just nine hours, more issues than had been distributed in years past from *FCW's* booth on the show floor.

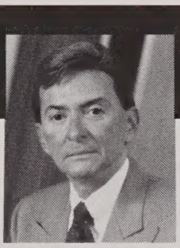
There was a 45-minute wait to register for the show, and consequently all attendees in line were reading *Federal Computer Week* and toting the *FCW* bags. "It was a sea of blue," Vanek said.

Promotion Director **Lisa Kirchoff** defined *FCW's* aim as "giving our publication an edge by doing active vs. passive marketing. We wanted to get people's attention before they entered the show where there were competitors." *FCW's* efforts attracted the interest of a wide audience, including show coordinators who threatened to notify the police but ultimately did not follow through.

When all was said and done, "we definitely got better visibility than if we had exhibited at a booth in the show," said Kirchoff. "We overcame a very big obstacle. You always take a chance when you do something different, but we beat them at their own game."

On line

ASK WALTER



Q I'm confused about the issue of going public vs. remaining a private company. A few years back, there was talk of taking the whole company public, now there seems to be some talk of taking an individual business unit or two public. Why would we only take one or two business units public and not the whole company?

A There has always been talk about going public. In fact, that talk goes back as far as my 26 years with the company, but like any rapidly growing and dynamically changing company our needs are also changing.

Usually the main reason for going public is to raise cash from outside stockholders. This cash is normally used for acquisitions, debt payment or for general operating funds. In our case we really have no need to raise the kind of capital that would come from a total public offering of IDG stock as we are debt-free and have more than sufficient operating capital. We are also in the enviable position of having great borrowing power from private individuals and/or institutions should we find ourselves in the position of wanting to make a major acquisition.

The downside is considerable in that a publicly held company has to manage its earnings to support the stock price and investor confidence. Earnings management becomes an overriding factor in making important strategic and tactical decisions for the growth of the company. We would lose a great deal of flexibility and would not always be able to say "Let's try it" to innovative new ideas that represent the very cornerstone of our corporate culture.

On the other hand, it makes a great deal of sense for selected IDG business units to look to the capital markets for outside investor money, enabling these units to use that money for their own future development. This also spreads the risk factor involved in any and all new projects and helps to protect the core values of IDG as a corporate entity.

Q Does IDG have any sort of formal mentoring policy in place for promising employees? Have you been involved in mentoring employees during your career? How would an employee go about finding a mentor (or do you have to be found)?

A IDG does not have a formal mentoring policy in place, but there is a lot of it going on throughout the company. It is most typically handled within a business unit by either the president or department manager but, yes, I have indeed mentored several younger people within various parts of the company, and I am quite proud of them.

I have always taken on this enjoyable task in a very casual way through breakfast or luncheon meetings where we can just sit and talk about what the person is doing, what problems they may be having, what goals they would like to achieve and some discussion about how to make sure that they are ready in terms of experience and training to take advantage of career opportunities as they arise within the company.

Many people find mentors through participation in the Publishing Institute and the other myriad training and coaching sessions that IDG regularly offers employees. At most of these events there is very heavy involvement by the business unit presidents and other top-level management creating an almost perfect breeding ground for the development of mentor relationships.

I would certainly recommend to any employees who wish to develop such relationships that they discuss it with either their HR representative, their immediate manager or the president of their company. Do keep in mind, however, that having such a relationship is not a substitute for superior job performance nor does it afford an instant career "fast track."

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International Publishing Services, 41 West Street, Boston, MA 02111, USA. Or, contact us by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

Publishing Institute

-FROM PAGE 1

CW Senior VP/Advertising Sales Kevin McPherson was among the 24 IDG executives participating as faculty members.

World Updatephotos

PI CLASS OF '94. Participants in this year's Publishing Institute include (front row l-r): Don Menn, *Multimedia World*; Tim Clarke, International Publishing Services; John Sieling, Infotainment World; Angelina Beitia, *Macworld*; and Barbara Rufner Bryant, *InfoWorld*. (Back row l-r): Kathy Dinneen, IDG Research, presenter; Bob Miller, meeting facilitator; Gigi Wang, IDC; Tatiana Hinova, IDG Bulgaria; Po Wong, Philippines; Steve Pelosi, IDG; Greg Mason, *PC World*; Nancy Newkirk, IDG; Gene Gable, Integrated Media; Bob Kayne, *IW*; Deb Winders, *Network World*; Alan Alper, *Computerworld*; Gary Rocchio, *Macworld*; Susan Perry, *CW*; Mike Rogers, Marketing Services Division; Cheryl Hohenstein-Wafai, Egypt; Gail Odeneal, *CW*, presenter; Steve Drace, *IW*.

24 at Babson College in Wellesley, Mass., has among its goals an increased awareness of the major components of the publishing process and an understanding of how these discrete disciplines must function together to ensure a successful operation as well as the strengthening of high potential managers who will be increasingly ready to assume greater responsibilities as the company continues to grow.

Now in its seventh year, the PI curriculum is constantly evolving to reflect the current needs of IDG and its competitive environment. Refinements to this year's program included the addition of a component on IDG's international licensing operations, presentations on "Managing Publications through Declining Markets" and "Future Trends in Publishing," and an in-depth discussion regarding the implications of syndicated research for the publishing operations.

According to IDG consultant Bob Miller, organizer of the PI, this year's class of 20 was perhaps the most diverse to date, in terms of the participants' locations, functions, nationalities, cultural background, age, interests, family status and work orientation. The group represented 18 different business units and four countries. Women accounted for more than a third of the participants, and job titles ranged from editor-in-chief to director of information systems, vice president of licensing to advertising director.

"Among the most important impressions I took away from the program was the incredibly high caliber of people we have working throughout the company," said **Mike Rogers**, vice president of national accounts at the Marketing Services Division. "It was a very bright, engaging, thought-provoking group, and the week was incredibly stimulating."

IDG FACULTY KEY TO SUCCESS

Central to the PI's success is the participation of IDG executives as presenters and discussion leaders. This year's PI set a new record with 24 IDG executives — including 13 division presidents and publishers, as well as IDG Chairman **Pat McGovern** and President **Walter Boyd** — serving as faculty during the week. "The willingness of IDG management to commit their time and energies to the PI is the single most critical element in its success," noted Miller. "Their participation maximizes the relevancy of the curriculum and keeps the entire company involved in the ongoing process of sharing know-how."

"In addition to being a great opportunity to learn more about the nuts and bolts of publishing and meet a lot of people from other business units worldwide, the Publishing Institute really underscored the diversity of the people that work for IDG. It really takes all kinds of people to make this company tick," said **Tim Clarke**, vice president of licensing at IDG's International Publishing Services.

"It quickly became evident in PI VII that any management uniformity in IDG is strictly around skill level and dedication to success,"Miller said. "It is not at all based on a common demeanor or style."

IDG

Chairman's Council News

Advocate

IN THIS ISSUE

Focus:
Operation Cranberry Sauce

Plus Reflections On:
The Caring by Sharing Program
Little Brothers, Friends of the Elderly
The City Year Serv-A-thon
The Holiday Giving Tree

Current Activities: A Profile of What's Happening
Wayside Community Programs
Literacy Volunteers
Environmental Activities
Big Brothers/Big Sisters

Future Activities: What's On The Horizon
AIDS Action Committee's Annual Walk
Revisiting Little Brothers, Friends of the Elderly
ARBORque - 4/29/94
Paper Recycling

How Do I Get Involved?

Our First Edition Focus:

Operation Cranberry Sauce

When Boston Celtics star Reggie Lewis died, in 1993, the public learned that he donated turkeys to needy families at Thanksgiving. The Chairman's Council recognized this as an excellent idea to build on.

With an estimated 200 families to feed in the Framingham area at approximately $10 each, how do you raise $2,000 in six short weeks? How do you get the maximum number of IDG employees to participate? The answer was a one-time event – a combination yard, bake, and craft sale. The theory was simple: three different areas of interest would yield three times the pledges and participation. Thus, Operation Cranberry Sauce was formed.

The Council and other volunteers got to work. With the cooperation of mailrooms, telecommunications departments, office managers, the *IDG World Update* staff and individual volunteers, 700 IDG employees received memos, e-mail, phone mail, and *World Update* inserts all requesting participation. Colorful flyers were posted in area stores to alert the public.

By soliciting donations from vendors ranging from Coffee Connection to the Middlesex News, operational costs were kept to a mere $150. Thanks to a generous donation by Lipofsky Photography, we were able to auction a framed lithograph of Larry Bird and Magic Johnson valued at over $2,000.

On the brisk morning of October 23, Operation Cranberry Sauce was launched with over 2,000 items for sale. An estimated 100 employees pledged 98% of the sale goods. Many volunteered their time at the sale to assist customers.

By days end – Operation Cranberry Sauce raised $2,347.62! The bulk of unsold items were donated to the Boys Scouts in Framingham for their upcoming yard sale. The remaining coffee was given to Sage House, a haven for people recovering from substance abuse. The baked goods were gratefully received by children at the Pathway Shelter in Framingham.

The final stage of Operation Cranberry Sauce was to coordinate food purchasing and distribution. Together with the assistance of SMOC (South Middlesex Opportunity Council), on Monday, November 22, 185 families received 12 -14 lb. turkeys, stuffing mix, potatoes, carrots, and – of course – a can of cranberry sauce.

IDG Recycling Program Expands

Paper Recycling. Several local companies have joined forces to promote recycling used paper, such as office memos, scrap copier paper, some junk mail, etc. Since the program began in August – through the efforts of IDC's Marianne Deluca and IDG's John Robison – over 10 tons of paper has been collected for recycling. This effort has had the following impact on the environment:

•Number of trees saved: 174
•Amount of energy saved: 42,000kwh
•Amount of water saved: 72,150 gallons
•Amount of land fill saved: 31 cubic feet

> *"No one cares how much you know... until they know how much you care."*
> *Unknown*

Caring by Sharing

IDG employees responded with enthusiasm and generosity when presented with an opportunity. The recent Caring by Sharing donation drive, sponsored by the IDG Chairman's Council, was established to benefit the AIDS Action Committee, a battered womens' shelter, and a community program for troubled and homeless youth. This program yielded an overwhelming collection of clothing, appliances, linens, food and childrens' toys, according to organizers **Scott Finlay** of Network World and **Nancy Ferguson** of IDG World Expo.

"The drive was even more successful than we had hoped," Finlay said. "We spent three or four days collecting donations from all the local business units."

IDG Makes "Friends of the Elderly"

Donald Young, IDG and Nicole Kassel, IDG; escort members of LBFE.

Members of the IDG Chairman's Council escorted more than 35 elders from the organization Little Brothers, Friends of the Elderly to the Christmas Festival of Lights at LaSalette Shrine in Attleboro, Massachusetts. last December. In addition to invited guests, representing IDG on the bus trip were **Chris Blanchard**, World Expo; **Scott Finlay**, Network World; **Patrick Gorman**, IDC; and **Nicole Kassel** and **Donald Young**, IDG.

The day's itinerary included a Chairman's Council-sponsored bus trip to the Shrine, viewing of the holiday lights, and time for refreshments.

Little Brothers, Friends of the Elderly (LBFE) is an international non-profit organization committed to relieving isolation and loneliness among the elderly. It offered the opportunity to join with the elderly in friendship.

The Giving Tree Project

This past holiday season, members of the IDG Chairman's Council combined employee efforts and contributions to the needy by supporting local organizations, which included South Middlesex Opportunity Council (SMOC) and the Wayside Community Services Program, both of which run day-care programs for local area low-income families. **Nancy Ferguson** of World Expo, **Debbie Bernardi** and **Dana Miller** of IDC, and **Scott Finlay** of Network World coordinated "The Giving Tree Project."

As part of this effort, a holiday tree was displayed at each IDG Framingham business unit and at the Corporate Support Center in Boston. Each tree was decorated with ornaments that indicated items that were needed by these families. Employees at each business unit selected one or more ornaments, to purchase the gifts for the family members.

The event was a huge success and on Tuesday, December 14, members of the Wayside Community Center and the IDG Chairman's Council hosted a party to distribute the gifts. Even Santa Claus himself – IDC's **Kim Myhre** - was on hand to brighten the day's event.

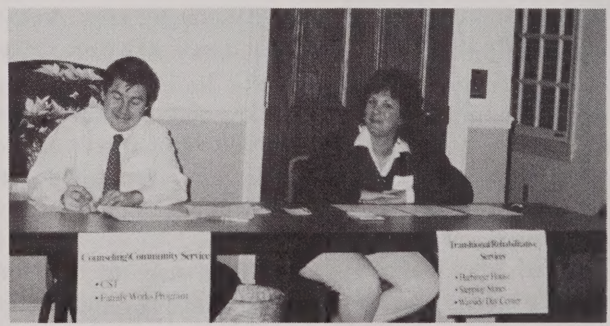
Kristi, one of the participating children; enjoys a chat with Santa (Kim Myhre, IDC).

In the weeks following, Council members received a deluge of hand-crafted cards from many of the children as well as thank-you notes from their parents. Below are a few examples:

My daughter loved all the Christmas presents. I'm glad she got a doll with all those outfits—she loves to dress them up. The outfits were great too. Everything she wears is hand-me-downs, so it's nice to get something brand new. The rose outfit was really nice. Thanks again for your generosity. - Kristen's Mom

Thank you for helping us provide Elijah with the joys, spirit and warmth that this holiday season brings. You've brightened his smile and eased the stress that we, his parents, have endured. - Elijah's Mom and Dad

Some kids don't have a Christmas, but they do dream of one. Thanks to all, we had a very good Christmas. Thanks and God Bless - Anonymous


Counseling/Community Service
•Family Works Program
Transitional/Rehabilitative Services

Chris Blanchard, WEC and Judy Shultz, CW; welcome guests to the festivities.

IDG's Clean Sweep

Twelve IDG employees traded in their pens and computers for mops, rakes, and paintbrushes during a fundraiser for City Year, Boston's community service leadership training program for young adults. More than 10,000 Boston-area residents participated in the fifth annual Serv-a-thon, which raised close to $750,000 to help fund the five-year-old City Year program.

IDG's **Donald Young** and World Expo's **Chris Blanchard** coordinated the group under sponsorship of the IDG Chairman's Council. The IDG team spent the day on clean-up detail at one of Boston's public schools, and the group raised $2,500, including matching gifts, for the City Year program.

"Getting involved with City Year was a rewarding experience. It gave individuals a chance to meet new people and there was strong evidence of real team spirit and enthusiasm," said Young.

Current Activities

"I'd Rather Be Working"

IDG Corporate Human Resources and the Human Resource Service Division contributed their time and energy to help young adults (ages 16-20) prepare to enter the workforce. Human Resources collaborated with Wayside Community Services to design a program entitled, "I'd Rather Be Working." The program consisted of four three-hour segments over a two and a half month period.

The objective of the program was to help participants feel more self-confident and skilled in seeking and gaining employment. The students, who will be completing the program in late March, feel they have learned the skills that will help them in a tough job market.

The program sessions focused on:

> How to find a Job: With advice on application forms, resumes, and cover letters.
>
> Interviewing for a Job: With an overview of the interview process, questions to expect and, "mock" interviews to practice skills.
>
> Once You've Landed a Job: With advice on negotiating salary, expectations of the business world (dress, behavior, speech), as well as teamwork and conflict resolution skills.

Session facilitators included **Elaine Ouellette**, **Sue Rogers**, **Lori Connolly**, **Tom Mathews** and **Martha Stephens**. Program design and coordination was superbly handled by **Matt Somers**.

"This program was an effort on behalf of my whole group," Stephens stated. "Individual contributions of time and energy resulted in a comprehensive, effective program for these young adults. By working together, I know we've made a difference in their lives and ours."

Big Brothers/Big Sisters Need You

IDG's Chairman's Council was proud to welcome a member of the Big Brothers/Big Sisters of South Middlesex to speak to IDG employees who were interested in gathering information regarding this organization.

The agency matches adults 18 and older with children from single parent and dysfunctional families. Your role would be of a friend — a friend who is older, wiser, and caring. Volunteers provide a consistent 3–5 hours of time per week for a minimum of one year. The rewards are great and there are many children in need of positive guidance in their lives.

If you would like more information, please call Big Brothers/Big Sisters of South Middlesex at (508) 879-7762.

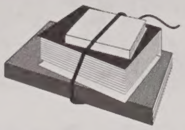
AIDS Action Committee's Walk-A-Thon

The IDG Chairman's Council will be organizing this year's team of IDG employees, family, and friends to participate in the AIDS Action Committee's 1994 "From All Walks of Life" walk-a-thon, which is being held on Sunday, June 5 and begins from the Boston Common and ends at the Hatch Shell.

The annual AIDS Walk is responsible for 33% of the AIDS Action Committee's support and, since its first year of participation in 1990, IDG has been one of the largest corporate sponsors of the Walk.

For more information, please contact **Nicole Kassel** at IDG/Boston (617/534-1228).

The "Read" On Literacy Volunteers



Literacy Volunteers of Massachusetts (LVM) is a statewide, non-profit, voluntary organization committed to 1) promoting adult literacy, and 2) establishing and assisting community organizations that provide literacy and English as a second language program.

LVM trains volunteer tutors to provide one-on-one instruction and support to adults. A recent Learner Survey indicated that 95% of adult learners surveyed believe the tutoring will help them reach their adult educational and personal goals and 93% said tutoring is giving them what they expected.

Learners indicated progress by citing examples:

- Will go to college now
- Improved job performance
- Improved writing skills
- Can read to their children
- Can help their children with home work
- Can read documents before signing them
- Improved self-esteem, confidence, and independence

Martha Stephens, Corporate Vice President of Human Resources, was recently elected to the Board of Directors of LVM. "I'm a voracious reader," Stephens said. "I read thirty-four books last year in addition to my on-the-job reading."

"I want to help others learn more, understand more and achieve more through reading. As Mark Twain reminded us, 'Read the good books first, because you may not get a chance to read them all.' This organization really works." Any interested volunteers can contact Martha directly at 508-935-4568.

IDG
INTERNATIONAL DATA GROUP
UNITED WE WALK

Members of the 1993 IDG Walk Team meet on the Common for a group photo.

Future Projects

Little Brothers, Friends of the Elderly - A Second Visit

The IDG Chairman's Council will be sponsoring another bus trip on behalf of Little Brothers, Friends of the Elderly – tentatively planned for this summer. IDG volunteers will be accompaning the elders on a scenic bus ride. Activities such as a picnic lunch and shopping may also be included.

Nicole Kassel will be providing further details about this trip in the near future.

ARBORque to Benefit the Environment

On Arbor Day, Friday, April 29, the Chairman's Council Environmental Subcommittee will be holding an "ARBORque" at 5 Speen Street. We will charge $5.00 per lunch, $1.00 of which will go to benefit the environment. In addition, IDC will conduct a bake sale with dessert items to raise additional funds. (If you would like to donate baked goods please contact Jen Scholze at X4388 or Sue Frankle at X4132.) IDC will also be raffling a tree in honor of Arbor Day. Proceeds will be split among three worthy causes including:

1. Whale Adoption Project

A program of the International Wildfife Coalition.

The whale adoption fees help move stranded whales and dolphins back into the water, study whales at sea, give emergency care to marine mammals, and work to protect our ocean environment.

2. Preserving Rainforest in South America

Through the Nature Conservancy, IDG will donate money to purchase and maintain rainforest acreage around the world.

Currently, the Nature Conservancy is working with Defensores de la Naturaleza (Defenders of Nature), a partner organization in South America. Together the groups are concentrating on the Siera de las Minas rainforest region in Guatemala. Sierra de las Minas is currently very healthy, however timber extraction, agricultural expansion, and inappropriate development is slowly destroying the ecosystem.

3. Global ReLeaf

Global ReLeaf is a program initiated by "American Forests," America's oldest non-profit conservation organization. The program donates money for planting and maintaining forests in public land managed by a local, state or federal forestry agencies. American Forests selects land where existing public programs and budgets do not provide enough revenue to create and maintain new forests.

Donations pay for the trees and their planting, diversifying the species involved, and selecting the sites. For every dollar IDG donates, one tree will be planted.

What are the benefits from the Global ReLeaf Program?

Expanding the area of healthy trees and forests, and restoring natural ecosystems causes environmental, economic, and social benefits that flow for decades. Growing forests take up carbon dioxide (about 2.5 tons of carbon per acre per year), which helps reduce buildup of "greenhouse gases." In addition, trees filter out air pollutants, prevent soil erosion and water pollution, help recharge ground water and sustain stream flow, provide habitat for wildlife, and give people a multitude of recreation opportunities. Certain species, such as the Pacific Yew tree, may even produce cures for cancer and other diseases.

If you are unable to attend the ARBORque on Friday, April 29, the environmental committee will accept personal donations.

***Recycles** - Continued From Page 1*

It is the Environmental Committee's intent to promote an IDG-wide paper recycling campaign to dramatically increase these numbers for the second half of 1994.

Using Recycled Paper. As of January 1994, IDC now uses recycled paper – defined as paper produced with 10% post-consumer recycled fibers – for all of its research and brochures. Recycled paper is also used in all IDC copiers and printers. IDC first started using recycled paper in its copiers and laser printers over six months ago. As a result of using recycled paper, IDC has made the following impact on the environment:

Number of trees saved: 34
Amount of energy saved: 2,000kwh
Amount of water saved: 8,000 gallons
Amount of land fill saved: 6 cubic feet

Through the efforts of the Environmental Committee, now all of 5 Speen Street uses recycled paper.

How Do I Get Involved? Where Do I Get More Information?

Membership on the Council is limited, however new members are added on a rotating basis. If you have questions about the Chairman's Council, please feel free to contact Mary Dolaher at IDG at (617) 534-1202 or ask a current Council member. They are:

Debbie Bernardi	**IDC**	**935.4361**	**Nicole Kassel**	**IDG**	**534.1228**
Bob Callery	**IDC**	**820.8269**	**Kim Myhre**	**IDC**	**935.4684**
Nancy Ferguson	**WEC**	**820.8694**	**Martha Stephens**	**IDG**	**935.4568**
Scott Finlay	**NW**	**820.7242**	**Donald Young**	**IDG**	**534.1205**

IDG Job Opportunities Update

Monday, April 18, 1994

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

MARKETING ANALYST - WEST COAST (IDG/MARKETING SERVICES DIVISION)

The individual will work with the sales force and conduct research to enhance MSD's database marketing capabilities. Candidate will also conduct competitor and media technology analysis. Management consulting / high tech market research background preferred. Customer database experience, plus excellent communication skills are necessary. College degree required.

SALES OPERATIONS ASSISTANT - WEST COAST (IDG/MARKETING SERVICES DIVISION)

Ideal candidate will perform a variety of tasks in the sales operations department of MSD. Duties will include, logging, editing, transmitting reports over e-mail and maintaining billing. Individual will be responsible for competitive and client contact databases, plus tracking client spending data.

STAFF ACCOUNTANT (IDG)

Individual will be responsible for assisting a Group Controller in all aspects of accounting for a large number of business units. A BA in Accounting plus a minimum of 1-3 years full cycle accounting experience required. Experience with Lotus and 10 key calculator necessary.

ASSISTANT NEWS EDITOR (IDG/IPS)

Ideal candidate will be responsible for editing news, features, and commentary for the daily electronic news wire. Individual will work closely with the News Editor to ensure the timely delivery of news and maintain the quality of copy on the News Service wire. Experience in deadline oriented editing, plus familiarity with the IT industry is necessary. Systems experience a plus.

SALES REPRESENTATIVES (2) - COMNET (WEC)

The Sales Representative will support the outside account manager in developing and maintaining business relationships which will lead to the sale of Communication Trade Shows in the assigned territory. Responsibilities will include prospecting and calling on potential clients. Individual will develop a territorial sales plan. 2-3 years sales experience in the computer conference or trade show industry and/or experience with network, telecommunications or publishing preferred. One position is located in Framingham, MA and the other position is located in San Mateo, CA.

ACCOUNT MANAGER (2) - COMNET (WEC)

The individual in this position will develop and maintain business relationships which will lead to sales of communications events and products. Candidate will interface with sales support personnel, Show Director, and direct activities of the inside sales group. The Account Manager will prepare sales plans and provide comprehensive account management to strategic accounts. 4-5 years sales experience in the computer conference/trade show industry, network/telecommunications industry or publishing industry preferred. One position is located in Framingham, MA and the other position in San Mateo, CA.

SALES COORDINATOR - WEST COAST - COMNET (WEC)

The primary responsibility will be to support the sales organization in their efforts to meet/exceed communication trade show sales quotas. Individual will interface with sales team, customers, and other WEC departments in providing accurate and timely information.

DIRECTOR/GENERAL MANAGER, COMMUNICATIONS SHOWS (WEC)
Ideal candidate will manage all communication trade shows, develop strategy, manage strategic vendor relationships and work with steering committees and consultants. 15 years experience in computer or communications industry is necessary. Previous management experience of computer communications industry essential. BS in math or science is required.

MARKETING ANALYST (NW)
Individual will provide strategic market information to the marketing, research, and sales functions. Candidate will be responsible for generating and analyzing on-line syndicated research runs, processing secondary market information and assisting in the development of customized sales presentations. Strong communication skills are necessary. College degree required. 3-5 years marketing experience preferred. Familiarity with syndicated research a plus.

RESEARCH MANAGER (IDC LINK RESOURCES)
The individual in this position will have overall responsibility for managing IDC/LINKs Business Information Services CIS program. Specific skills required include research, analysis, writing, market forecasting, and client management. 5-10 years of relevant work experience is necessary. Research Manger position is located in the IDC/LINK office, but will work closely with IDC's Communications group in Framingham.

ACCOUNT EXECUTIVE (RESPONSE TECHNOLOGIES INC.)
Responsibilities include extensive client management, strategic development and response analysis. Candidate must have direct marketing and/or telemarketing experience, plus knowledge of database management. Strong communication skills are necessary. Individual must be able to handle several projects simultaneously. Attention to details a must.

PRESIDENT (IW)
This position requires significant general management and operations experience, preferably in computer/high technology publishing. The ability to lead an experienced senior management team is essential. Strong communication and financial skills are necessary. Travel required.

ASSOCIATE EDITOR (IW)
Candidate must have at least three years experience as an editor for a computer or related technical publication. Strong technical editing and project management skills required. Experience with networking products a plus. Individual must be able to meet weekly deadlines.

TEST ANALYST (IW)
The individual in this position must have at least two years experience as a personal computer technician, integrator or support person. Strong problem-solving skills are necessary. Candidate must be able to produce clear, detailed written reports of test results. Individual must be able to meet deadlines and work daily with editors and test developers to complete product evaluations. Experience with networking products a plus.

ASSISTANT REVIEWS EDITOR (PCW)
The individual in this position will be responsible for analyzing research data, interpreting and explaining technical data clearly for a business audience, and writing and editing computer hardware and software reviews. A minimum of 1 years experience editing in a computer publishing environment is necessary. Knowledge of computer industry is essential. Excellent writing and editing skills required. Contacts in the PC industry and an understanding of PC hardware and software a plus.

ASSOCIATE EDITOR (IFTW)
The successful candidate must have 2+ years experience writing and editing hardware and software reviews. Strong manuscript, copy editing, and writing skills are necessary. Experience working with vendors and familiarity with PC's, Macs, multimedia and entertainment software required. Excellent organizational skills are essential.

IDG Job Opportunities Update

April 18,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Assistant	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Assistant	IDG Research Serv. ,Natick, MA	M. Cornetta	(508)935-4734
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Systems Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Assistant News Editor	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	Systems Analyst/Network Admin	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Sales Representative(2)ComNet	FraminghamMA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Account Manager (2)ComNet	FraminghamMA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Sales Coordinator ComNet	San Mateo, CA	K. Fantoni	(508)935-4531
WEC	Dir/Gen.Mgr Comm. Show	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Account Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Operations Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Sales Representative	Peterborough, NH	K. Miller	(603)924-0134
NW	Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Consulting Coordinator	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sales Associate	Mountain View, CA	D. Miller	(508)935-4133
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, PC Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	Sr. Rsch. Analyst, Int'l.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	Acct. Exec./VAR Database Sales	CW Database, Framingham, MA	J. Carpenter	(508)935-4396
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
RTI	Account Executive	New Bedford/Framingham, MA	J. Tyler	(508)997-6206
EMS	Business Development Mgr.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501

IDG Job Opportunities Update

April 18,1994

Division	Title	Location	Contact Mgr.	Phone
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Researcher	San Mateo, CA	L. Schmid	(415)312-0669
IW	Fluegelman Internship	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editorial Content Engineer	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editor, Online Editorial	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	VP, Marketing	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Assistant Reviews Editor	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Director of Electronic Publishing	Multimedia World, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Advertising Information Asst.	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
MAC	Administrative Assistant	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Designer	San Mateo, CA	K. Marty	(415)286-2573
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Mangion	(415)286-2545

UniForum

-FROM PAGE 1

General Manager of Open Systems **Andrew Rodger**. The show, which ran March 21-25 at San Francisco's Moscone Center, achieved a total attendance that was up 75% over last year. The keynote addresses, delivered by Intel's Andy Grove, Digital Equipment's Bob Palmer, Lester Thurow of MIT's Sloan School of Management and Bell Labs' Dennis Ritchie, co-founder of Unix, attracted standing-room-only crowds.

ALL GOALS ACCOMPLISHED

"[Show Manager] **Cathy Gibson** and her team did an outstanding job of organizing and running this event," said Rodger. "Together they accomplished all the goals that were set for the show." World Expo's sales efforts during the show also resulted in a high level of exhibitor re-book for 1995, Rodger added.

A full week of conferences and tutorials ran concurrently with UniForum. "The conference team, led by **Janet Morita** with Conference Manager **Shannon White** and Conference Coordinator **Camille Jones**, created a magnificent program," Rodger said. Conference attendance was up over 50% compared with the prior year.

The conference program featured a seminar on security and system administration sponsored by the Usenix Association and the System Administrators Guild and a Technical Managers Conference hosted by Judith Hurwitz, an analyst and consultant specializing in client/server computing.

Reminder

The company's first On line functional meeting will be held May 15-16 at the Silverado Country Club in Napa, Calif. For questions regarding the content, please call Amanda Hixson at 415-525-3468. For registration materials call InfoWorld Editorial Events at 800-633-4312 or 415-312-0693.

Free seminars strengthen relationships with customers, prospects

IDG World Expo

IDG World Expo Japan Vice President Setsurou Tamai (r) stands with (l-r) assistant Seiko Amano, Lisa Judd and Megumi Okamoto, international account manager at World Expo Japan prior to his presentation at the export seminar.

This month's UniForum served as the launching pad for a set of free seminars designed both to add value to the show experience for current World Expo exhibitors and attract new prospects.

The seminars, "How to Make the World Your Market," and "How to Exhibit Effectively at Trade Shows," were offered during the afternoon preceeding UniForum and featured a variety of IDG, IDC and outside speakers who provided attendees with a wealth of information regarding available resources and useful tips.

A total of 40 people attended the two sessions and gave both programs high marks for the usefulness and relevance of the information presented.

"International markets now account for about 35% of U.S. IT sales, and that figure is expected to double within the next 10 years," noted Lisa Judd, IDG World Expo's director of international sales and support. "Helping our exhibitors take advantage of this marketing opportunity is another way of keeping in touch with our customers," Judd said. "We continue to search for ways in which to assist our customers with their current business challenges."

The export seminar featured presentations from Judd; Eric Prothero, an IDC analyst specializing in Latin American markets; Setsurou Tamai, vice president of IDG World Expo Japan; Andrew Rodger, vice president and general manager of open systems at World Expo; and Frank Caffrey, a trade specialist from the U.S. Department of Commerce. Attendees heard about a range of services available from the U.S. government and IDC designed to assist in their overseas marketing endeavors. They also learned about various World Expo services and shows that they might wish to use as part of an overseas marketing campaign.

Following that seminar, David Ferrante, national sales director at World Expo and Keith Reznick, president of Creative Training Solutions, discussed ways exhibitors could ensure maximum returns on their show investment. The two offered pointers for preparing for a show, staffing and running a booth and post-show activities designed to ensure effective follow-up on leads.

The seminars will be repeated periodically prior to selected World Expo shows. They are next scheduled to run in conjunction with MACWORLD Expo in Boston.

Noteworthy!

NEW EMPLOYEES

As systems operator for *PC World*, **Nancy Hattaway Miller** will be responsible for administration of the Direct Bulletin Board Service. Nancy earned her BA in biochemistry from Northwestern University and received a DVM (veterinary medicine) from the University of Illinois.

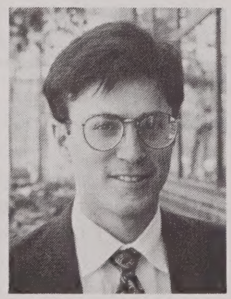
■ ■ ■

Kerri Hornung has joined Infotainment World as an intern in the circulation department. Kerri, a senior at St. Ignatius College Preparatory, will be assisting Holly Klingel with the various aspects of circulation for Infotainment World's publications.

■ ■ ■

Susan Wunderlich has been hired as a copy editor for *Federal Computer Week*. Susan completed her BA in journalism at Penn State University and is an aspiring thespian acting in community theater productions. She also enjoys training horses and skiing.

■ ■ ■


Lahive

World Update

Tom Lahive has been hired as an associate storage analyst for IDC. He will be responsible for storage inquiries, research and analysis, as well as writing a weekly storage update. Tom began his career with IDG in April '93 as an independent consultant, and was previously employed as a university marketing specialist for Intel Computers. Tom completed a BS in business administration with a concentration in marketing at Northeastern University. He enjoys a wide array of outdoor activities including water and snow skiing, rollerblading, hiking and golfing.

Advanced Systems taps Vanocur as publisher

Stan Vanocur has been named publisher of *Advanced Systems* magazine. Vanocur joined IDG in 1986 as senior vice president and associate publisher of *InfoWorld*. Previously, he worked with Technical Publishing and Cahners Publishing in a variety of sales and marketing capacities. "Stan Vanocur brings a wealth of sales and management expertise to *Advanced Systems* magazine at a time when the UNIX market is experiencing unprecedented growth," said Gordon Haight, president of Integrated Media. "His proven leadership will serve *Advanced Systems* magazine well in the coming years."

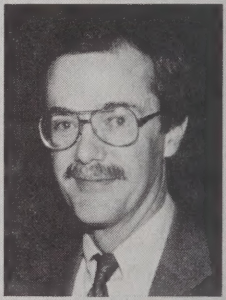
Advanced Systems

Newly appointed *Advanced Systems* Publisher Stan Vanocur (r) stands with Harry Versen, associate publisher, at the company's second annual Best Products Awards ceremony held at San Francisco's Ritz-Carlton.

Gray named senior VP at Infotainment World

Bruce Gray has joined Infotainment World as senior vice president and chief operating officer, a newly created position.

Gray, previously the publisher of *SunWorld* and *Publish* magazines, has been with IDG since 1992. A publishing veteran, he has served as publisher of *World Tennis* magazine for CBS Publications; president, publisher and chief operating officer of The Atlantic Monthly Company; and headed up Collins Publishers of San Francisco. Gray was president of Xerox Corporation's R.R. Bowker subsidiary when the company premiered *Books in Print*, one of the first successful CD-ROM database products to hit the market. He also created and managed GrayWest Publishing, which specialized in the production of customized corporate newsletters and magazines.


Gray

Infotainment World

Resnick to head Infotainment World book unit

Ronald Resnick has been appointed vice president of Infotainment World's book division.

Resnick brings a wealth of experience to IDG, having served most recently as vice president, business development for Prima Publishing, a leader in electronic entertainment books. Prior to working with Prima, Ron was marketing manager at The Software Toolworks and vice president of marketing at Imagine Business Systems, Inc. He also created and ran R.J. Resnick Corp., a retailer of high-tech audio, music, video and sound products.

Resnick served as a pilot in the U.S. Air Force Strategic Air Command and received his BS in electrical engineering from Rutgers University.

Chairman's achievers

Wanda Refaely
International Relations Manager
People & Computers

In only nine short months, **Wanda Refaely** has made some very significant contributions to *People & Computers* in Tel Aviv, Israel. According to the publication's Managing Director Israel Pelled, "Wanda has initiated a series of activities aimed at awakening international interest in the products provided by the Israeli high-tech industry."

As international relations manager, Wanda writes a weekly column in English for the *People and Computers* newsweekly, which is published in Hebrew. She is currently involved in the final phase of negotiations with World Expo for a Windows World Exhibition to be held in Tel Aviv in November. Wanda also produced a high-tech company catalog for the CeBIT exhibition in Hannover, Germany last month and is currently preparing a catalog for distribution at Comdex in November.

Refaely

Prior to joining *People & Computers*, Wanda was a production manager for the Sagit International Publishing house. Originally from the Boston area, she has been in Tel Aviv for close to 11 years, and earned her degree in education from Tel Aviv University.

Managers interested in nominating an employee as a Chairman's Achiever may request a form from the Chairman's office at fax 617-859-8642.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Heather Guinard - TechMedia Publishing

ELEVEN YEARS

Mary DeCristoforo - IDG World Expo

TEN YEARS

Bob Wallace - InfoWorld
Lory Dix - Computerworld
Penny Winn - IDG World Update
Lisa McGrath - Computerworld

NINE YEARS

Robert Kanes - PC World
Jack McDonough - Network World

EIGHT YEARS

Lawrence Craven, Jr. - Computerworld
Norma Tamburrino - Computerworld
Frédéric Berge - IDG France

SEVEN YEARS

Mark Leary - IDC
Susanne Neuner - IDG Germany
Magdalena Koch - IDG Germany

SIX YEARS

Bob Ainsworth - InfoWorld
Gabriele Arioll - IDG Italy
Norma Mena - IDG Argentina
Peter Gruber - IDG Germany

FIVE YEARS

Gisela Wilson - IDC
Dan Littman - Macworld
Andre Kvitka - InfoWorld
Joann Leighton - Computerworld
Hiltrud Puf - IDG Germany

FOUR YEARS

Greg Mason - PC World
Jeff Vancura - InfoWorld
Chris Talleras - IDG Norway
Miryam Contreras - IDG Argentina
Claudia Sans - IDG Argentina
Susanne Kirmaier - IDG Germany
Hans Königes - IDG Germany
Alfred Poschmann - IDG Germany
Andrea Piontek - IDG Germany
Nickolai Utpadel - IDG Germany

THREE YEARS

Jim Moody - PC World
Richard Bastas - CIO
Yasuyo Ishizuka - Macworld Japan
Mayumi Oyamada - Macworld Japan
Per-Otto Lekare - IDG Denmark
Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany
Claudia Heidutzek - IDG Germany
Christine Kanschat - IDG Germany
Ingrid Kurz - IDG Germany
Nurhan Memis - IDG Germany
Lothar Miedel - IDG Germany
Peter Leslie Townsend - IDG Germany

TWO YEARS

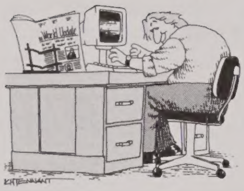
Andrea Powers - PC World/Lotus
Christian Christiansen - IDC
Nancy Kruse Hannigan - IDC
Frank Savell, Jr. - Computerworld
David McIntyre - IDG
Dorothy Casperson - CIO
Thierry Outrebon - IDG France
Loreto Power - IDG Germany

ONE YEAR

Joe Abernathy - PC World
Christina Turner - IDG Books Worldwide
John Spragens - InfoWorld
Janette Harms - Infotainment World
Tiffany Wallace - Infotainment World
Kimberly Tatarka - IDC Government
Aaron Press - IDC Government
Charlotte Liu - IDG
Kim Fladung - World Expo
Sabrina Valcarcel - IDG Argentina
Andres Balado - IDG Argentina
Andrea Weinholz - IDG Germany
Ulrike Schauf - IDG Germany
Jasmin Al Lahham - IDG Germany

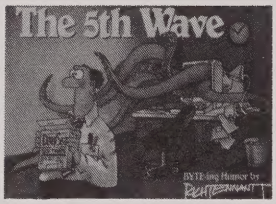
Off line

Win Your Own

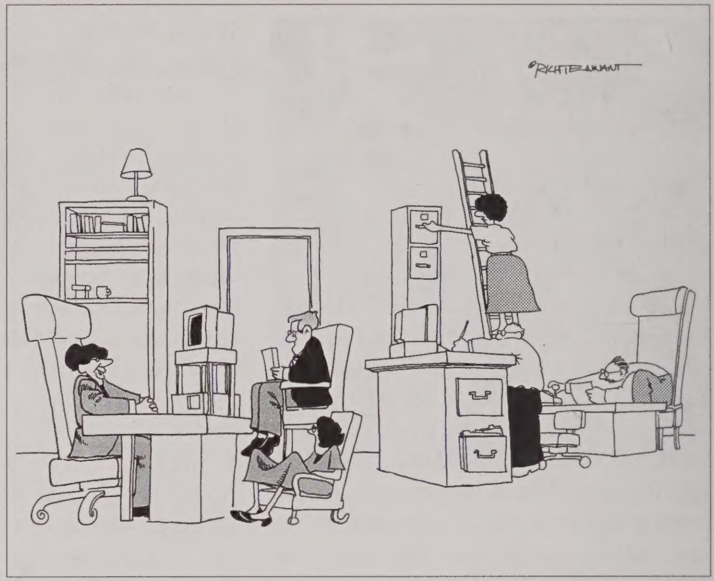


Off line T-Shirt

or



5th Wave cartoons



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 24. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive pens embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith, P.Winn or S.Noyes.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill
617-423-9030

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

On line: EMS President Mark Belinsky takes a turn
- PAGE 3

Here they grow again! *CIO* celebrates with 'expansion party'
- PAGE 5

Test your powers of retention: Enter our new trivia contest
- PAGE 8

IDG *World Update*

VOLUME 24, NUMBER 17

APRIL 25, 1994

IDG publications reap top honors at annual awards

The spotlight shown brightly on IDG at the ninth annual Computer Press Awards where IDG publications garnered 12 nominations in nine different categories. IDG Books Worldwide was the front-runner with four nominations, *Macworld* followed with three votes, *InfoWorld* and *PC World* received two nominations each, and *Computerworld* one nomination.

> *"The quality of this year's entries speaks well of our profession, and of how technology issues truly have become front-and-center in the global economy."*
> - Galen Gruman

Held April 15 at the Park Plaza Hotel in New York City and administered by the Computer Press Association and sponsored by 3M Data Storage Products, the awards recognize outstanding contributions to technology journalism.

Galen Gruman, president of the CPA and senior associate editor for features at

-SEE PAGE 4

IDG Books scores another hit with *Personal Finance For Dummies*

IDG Books Worldwide

Personal Finance For Dummies **author Eric Tyson (left) helped hand out yo-yos to an eager crowd of last-minute tax filers at the San Francisco post office.**

IDG Books Worldwide has done it again. *Personal Finance For Dummies*™, published in early April, promises to be the latest in a long list of national bestsellers for the four-year-old company.

The book has drawn unprecedented publicity in a few short weeks. Just days after three million *Newsweek* readers read a glowing review, IDG Books held promotional events at two U.S. post offices in San Francisco and New York on April 15. As harried taxpayers raced to mail their returns on time, IDG Books staff and helpers stood in the parking lots from 4 p.m. to midnight handing out 8,000 discount coupons and brochures and 6,000 yo-yos that read "Get Smart...Read Personal Finance For Dummies."

The event was covered by national and local media, which either used it as a

-SEE PAGE 4

In brief

Portugal licensee unveils country's first IT catalog

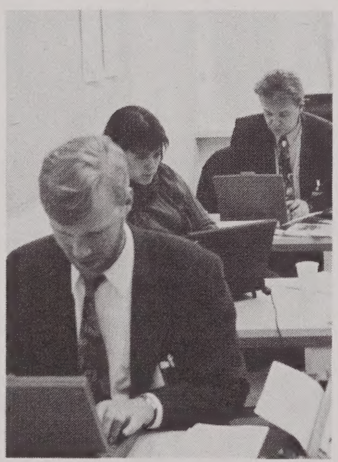
One of IDG's licensees in Portugal is introducing the country's only independent catalog on information technology. Socedite, Sociedade Editorial, publisher of two publications in the *PC World* and *Computerworld* mold, unveiled the *National Catalog of Computer-related and Communcations Products* earlier this month. Information about games and CDs will be included along with the latest computer and communications products for the home market.

This year, the catalog will appear in April and October as a supplement to *Público*, Portugal's largest and most prestigious daily newspaper. More than 70,000 copies of the catalog will be distributed.

Socedite, Sociedade Editorial is positioning the catalog as an efficient means of promoting products and performing direct sales. The catalog will contain a standard purchase order that customers can use to buy products from any of the advertising companies.

News Service staff survives CeBIT

Despite having to cope with floods, violent illness, a taxicab accident and assorted miscellaneous mishaps, the IDG News Service staff not only survived this year's CeBIT but had a remarkably productive show. The News Service team — consisting of two editors, nine correspondents and an editorial assistant — filed 46 stories from Hannover during the show's first four days last month and gathered material for numerous follow-up stories. In addition, the staff had a rare opportunity to meet face-to-face to discuss a variety of strategic issues and coverage goals.



IDG News Service

(l-r) News Service correspondents Torsten Busse, Cara Cunningham and Terho Uimonen hard at work.

"I think we made real progress in refining our mission and renewed the sense of unity and cohesiveness that makes our [geographically dispersed] staff a truly remarkable team," said Editor-in-Chief **Rob Garreston** about the all-day Saturday meeting."

The News Service's many adventures included getting one of its rental cars stranded in flood waters, requiring emergency road service from the local fire department and an under-the-table contribution to the department's beer fund; a case of food poisoning that incapacitated one correspondent; and an accident between two taxis, allegedly caused by a News Service correspondent who opened her door on the wrong side.

Clients help IDC West celebrate 30th anniversary prior to Briefing Session

Renée Amadio

Steve Cooper, director of sales at IDC West (left) and Jan Fine of Protem Partners take a break during the festivities.

More than 100 clients and dozens of IDC colleagues from around the globe joined the IDC West staff on March 30 to celebrate IDC's 30th anniversary. The reception was held the evening before the IDC Briefing Session in San Jose.

Organized by Office Manager **Renée Amadio**, the gathering gave key clients an opportunity to informally talk business, tour the library and watch Vice President of East Coast Sales **Michael Deutsch** demonstrate the IDC ResearchBase, a CD-ROM product developed in partnership with Emerging Technology Applications.

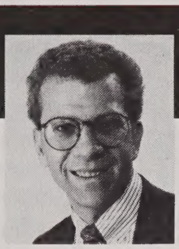
The following day, more than 700 attendees at the Fairmont Hotel heard IDC analysts present the latest industry predictions. To increase the number of evaluations submitted by attendees, the marketing staff held a drawing for a CD-ROM drive with a copy of the IDC ResearchBase. With more than triple the number of questionnaires returned compared with the East Coast session, the staff has vowed to use another drawing next year in Boston.

Middle East titles earn awards

IDG's two Egypt-based publications, *PC World Middle East* and *Computerworld Middle East*, recently received the 1993 excellence in publishing award from the Egyptian chapter of the U.S.-based Society for Information Management. The award, established to recognize professional excellence in IT publishing, was presented by SIM Egypt Chairman Hassan Seif El Din Khorshid at the chapter's January meeting and accepted by **Dr. Mohamed Wafai**, publisher of both magazines and president of Wafai and Associates, IDG's Egyptian licensee. Both magazines are published monthly and are sold by subscription and on newsstands throughout the Middle East region.

On line

ASK MARK



Mark Belinsky, president of IDG's Electronic Marketplace Systems, takes a turn as this week's guest columnist.

Q Can you briefly explain what your new product is all about and what its status is at present?

A EMS' mission is to build an on-line system so buyers of IT products and services can send requests for price quotations and purchase orders to sellers. Sellers in our context could be manufacturers, software publishers or resellers. We're fine tuning our service for use by IS professionals at companies with at least 50 employees.

Since our buyer research strongly indicates a need for on-line information to support IT purchase transactions, our system will also include a comprehensive product information database consisting of product reviews, buyers guides, lab tests and other editorial information from various IDG publications and containing product briefs, technical specifications, demos (for software sellers) and prices submitted by sellers.

We are currently hard at work writing the software to support this system and have just recently begun talking with buyers and sellers (manufacturers, software publishers and resellers) who will test a beta version of our system late this year or early next.

Q Everyone interested in getting involved with on-line services wrestles with the concepts of commercial proprietary systems vs. the Internet. How do you integrate a commercial system that has its own proprietary system with the Internet, which is text-based?

A With the Internet's continued growth and evolution, there now exists a middle ground where a "commercial proprietary" system can in fact co-exist with the Internet, and which does not have to be limited to text only.

Our system will include full support for TCP/IP as a transport protocol, which means that buyers will be able to connect up with us via the Internet, or, for that matter, from their corporate network if they are utilizing TCP/IP as their backbone protocol.

Q How can advertisers be better served on-line? What can we provide them that enhances the print media and still provides incremental revenue from the advertiser?

A On-line as a "medium" provides an advertiser with two important benefits that I believe supplement and complement print media. First, an on-line service allows the advertiser to offer customers and prospects additional information to what appears in their print ads, and second, an on-line service is a real-time, two-way medium; i.e. the advertiser can get real-time feedback from customers or prospects and, most important, can accept orders on-line. Both of these extra on-line offerings represent additional revenue that EMS can capture for IDG from advertisers.

From another perspective, the entry cost for a seller to participate in our Electronic Marketplace will be very low and we believe this will allow us to attract additional companies to the Electronic Marketplace who are not now IDG advertisers.

Q Is your product going to be available on the Internet?

A While the first release of our product will not technically be "on" the Internet, it will be accessible via the Internet and also via dedicated connections between corporate LANs at large buyer companies (e.g. Procter & Gamble, Citicorp, Coca Cola, 3M). These dedicated corporate connections will be our preferred method of connection, although initially, we expect that the majority of our buyers will log on to our system via 9600 baud or higher dial up connection.

Q How will you charge for your product?

A Buyers will pay a monthly fee to participate in the Electronic Marketplace. Sellers will pay a small annual entry fee and will pay a fee each time they receive a request for price quotation or purchase order from a buyer on the system.

Q Ziff-Davis has been in the on-line business for years and is currently pumping millions of dollars into its new Ziff Interchange product. Apple is also launching a major on-line effort. How do you plan to compete against the deep pockets of these two companies?

A Both Ziff-Davis/Interchange and Apple's eWorld represent consumer on-line services more or less along the lines of CompuServe and America On-Line. Our mission at EMS is quite different, in that we are focusing exclusively on IS professionals, and we are building an on-line system specifically designed to allow buyers and sellers of IT products and services to communicate with each other and conduct business.

Q There are currently a number of on-line purchasing services available. To date, most haven't been particularly successful in attracting users. How do you plan to succeed where others have not?

A We will succeed by focusing on a buyer segment—IS professionals at companies with at least 50 employees—which our research has told us are ready for on-line purchasing. They have described several specific features they would like in an on-line IT purchasing service, which we intend to build into our system. We will also benefit from two technology trends: the almost 100% penetration of 486 or better PCs on IT professionals' desktops and the impending commercial viability of high-speed (56KB+) network connectivity. These trends will allow us to deliver a more compelling, engaging service.

Hit

-FROM PAGE 1

background visual or interviewed staff.

Personal Finance For Dummies is already on its third rush reprint and has over 150,000 copies in print. According to Publicist **Kathy Day**, "the pace of sell-through is so fast that most bookstores have never seen anything like this for an introductory business book!"

INSTANT NATIONAL BESTSELLER

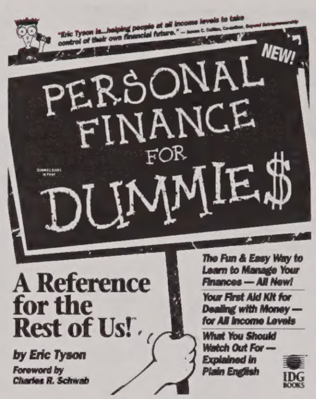
"The early success of *Personal Finance For Dummies* speaks to IDG Books' ability to create new concepts with new authors using our existing teams," said IDG Books President **John Kilcullen**. "Project Editor **Corbin Collins** deserves special recognition for his heroic effort in making this book an instant national bestseller."

Personal Finance For Dummies is author Eric Tyson's first book. A personal finance counselor and teacher, Tyson also writes a weekly personal finance column for the *San Francisco Examiner* and hosts a call-in financial radio program.

The idea for a topic outside the IT realm came from readers. After IDG published two bestsellers about Quicken, the financial management application, readers said they wanted more personal finance tips. In response, *Personal Finance For Dummies* was launched. The book evaluates leading personal finance programs, but, more important, explains financial concepts simply. It is the first in a series of books geared to a mass business audience.

EXPANDING THE FRANCHISE

"We're expanding our *...For Dummies* franchise to address business-related topics that millions of people find confusing," Kilcullen said. "Our solution is a simple method that makes learning complex topics easy. To learn how to use Quicken, it's helpful to know a little about budgeting and personal financial management. To use Turbotax, it's helpful to know about the changing tax laws each year. We'll use our *...For Dummies* approach for consumers who want to learn more about preparing tax returns, managing investments and estate planning."


"Eric Tyson is...helping people at all income levels to take control of their own financial future."
NEW!
PERSONAL FINANCE FOR DUMMIE$
A Reference for the Rest of Us!
by Eric Tyson
Foreword by Charles R. Schwab
The Fun & Easy Way to Learn to Manage Your Finances — All New!
Your First Aid Kit for Dealing with Money — for All Income Levels
What You Should Watch Out For — Explained in Plain English
IDG BOOKS

Another cross-over example is the book buyer who purchases IDG Books' *Client/Server Strategies: A Survival Guide for Corporate Reengineers* is likely to be the same person buying *Reengineering the Corporation*, said Kilcullen. "We believe a significant percentage of serious business book buyers want to know more about IT as the enabling technology to transform how they do business," he said.

"Four years ago, Jonathan Sacks, the founder of IDG Books, and I talked about publishing business books because we felt what the IT industry was doing to make business management prophecies easier and more cost-effective would be an important expertise to share with the business manager unfamiliar with IT," Kilcullen said. *"Client/Server Strategies* is a perfect example of this, while *Personal Finance For Dummies* is more analogous to how Scott Cook, the founder of Intuit, grew the personal financial software category with the introduction of Quicken. He understood and made a complex topic easy, which is what we have done."

Awards

-FROM PAGE 1

Macworld, spoke to the high caliber of the more than 750 entries. "The quality of this year's entries speaks well of our profession, and of how technology issues truly have become front-and-center in the global economy."

The awards were judged by a panel of distinguished journalists including John Verity, *Business Week*; Michael Rogers, *Newsweek Interactive*; Rob Calem, *The New York Times*; and Dick O'Reilly, *Los Angeles Times*, among others.

THE WINNERS' CIRCLE

For the second time in two years, *Computerworld*, led by Editor-in-Chief **Bill Laberis**, was awarded Best Computer Newspaper, Circulation More Than 100,000. This honor has never been bestowed upon the same publication two years in a row.

IDG Books won Best Introductory How-To Book in the software category for *DOS For Dummies 2nd Edition* by Dan Gookin, and Best Advanced How-To Book in the systems category for *Network World Network Security Secrets* by David Stang and Sylvia Moon. *The Internet For Dummies* by John Levine and Carol Baroudi, and *Hard Disk Secrets* by John Goodman, Ph.D. received runner-up honors.

Macworld, represented by Editor-in-Chief **Adrian Mello**, was named Best Computer Magazine, Circulation More Than 100,000, for the fourth consecutive year. "*Macworld* is a very appealing package — an outstanding mix of news and service journalism, humor and opinion. ...*Macworld* is the must-read for the Mac crowd," the judges commented. Executive Editor **Deborah Branscum** walked away with her second Best Computer Columnist award for her "Conspicuous Consumer" column, and Senior Associate Editor **Charles Piller**'s piece entitled "Bosses with X-Ray Eyes/Privacy in Peril" was a runner-up for Best Feature in a Computer Publication.

InfoWorld was honored in two categories. "DOS 6.0," written by **Stuart Johnston, Doug Barney** and **Kevin Strehlo,** won Best News Story in a Computer Publication, and "32-Bit Desktop Operating Systems," by **Les Kent** and **Siobhan Nash**, was a runner-up for Best Software Product Review.

PC World's **Roberta Furger** was a runner-up for Best News Story in a Computer Publication for her article "Stop! Is Your New Software Secondhand?" And **Richard Scoville** and **Steve Adams** received runner-up honors for "The Windows Spreadsheet Challenge" in the Best Software Product Review category.

IDG

HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

MARCH/APRIL1994

Human Engineering 101

Or, how to make your work environment work for you!

by Shelly Ginenthal, Director, Human Resources (*Macworld*)
and Richard Willoughby, Vice President, Human Resources (*PC World*)

> **ergonomics** *n* 1. an applied science concerned with the characteristics of people that need to be considered in designing and arranging things that they use in order that people and things will interact most effectively and safely — also called human engineering
>
> *- Webster's 9th New Collegiate Dictionary*

Ergonomics — human engineering — is just one component of the work environment. Awareness regarding the impact our physical surroundings have on us — mentally, physically and emotionally — is intensifying in the work place. In response to these concerns, IDG included questions about your work environment in the 1994 Employee Opinion Survey: "My physical working conditions are satisfactory (light, noise, etc.)," "I have access to the resources I need to do my job well (PCs, software, copier, etc.)." Survey results have been distributed to your business unit, and survey feedback meetings are already under way. However, you do not need to wait for work environment survey results before improving your surroundings. The following will help you assess your own working environment and offers suggestions to help you start improving your work life today.

FURNITURE & OFFICE EQUIPMENT

- Experiment with different chair adjustments: 1) Make sure your chair height is correct for your work surface height. 2) Make sure there is room for your feet and legs under your desk. 3) Consider using footrest supports and/or back supports.
- Place things you use regularly (telephone, calculator, etc.) within easy reach.
- If you spend a lot of time on the phone, consider using a cradle or a headset.
- Experiment with a variety of input devices (trackballs or mice) and keyboards to find which works best for you.
- Alternate input devices and consider a wrist rest to avoid repetitive stress.
- Keep all electrical wiring organized and neatly tucked away.

LIGHTING & EYE HEALTH

- If the lighting of your work area is too dim, add a task light; indirect light works best.
- If the lighting of your work surface is too bright: 1) Use curtains, blinds or foam core screens to reduce or diffuse light. 2) Place your computer at a right angle to windows to reduce glare and reflections. 3) Use non-reflective, anti-glare screen attachments on your monitor to reduce glare. 4) Remove every other overhead fluorescent bulb in a fixture.
- Experiment with "natural light" fluorescent bulbs.
- Experiment with brightness and contrast adjustments on your monitor.
- Adjust your work surface or your monitor so your eyes are level with the top of the screen.
- Make sure your monitor is at least 18 inches from your eyes.
- Document holders should be placed at the same height and distance as the screen.
- Take regular eye breaks by blinking and focusing on distant and intermediate

- SEE BACK PAGE

Ask HR ???

Q The IDG Employee Survey asks for demographic information such as age and length of service. How is that information used?

A The demographic information is not broken down by individual departments or by employee. Information relating to sex, age and length of service is analyzed only in a "macro" sense. These statistics are prepared for the entire domestic IDG population. Charts are prepared that explore the satisfaction levels of IDG employees of different age, sex or tenure.

You should also know that the 1994 Employee Survey contained only three demographic questions; previous surveys contained four. "Length of service with your business unit" was eliminated in the 1994 survey because "Length of service with IDG" is already measured. In reevaluating the survey, we realized that this "Length of service with your business unit" question provided little additional relevant information.

Q In response to the employee survey, management must produce an action plan for Human Resources and Pat McGovern that addresses the issues existing within their units. As part of the process, isn't management obligated to address the issues at hand with their employees? If not, why?

A The action plan is not for Pat McGovern or Human Resources. It is for the employees of the business unit, intended to improve management and operating practices resulting in greater suc-

- SEE BACK PAGE

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Human Engineering

- FROM FRONT PAGE

objects to avoid eye fatigue.

- Close your eyes for a few minutes and cover them with your palms.
- Use the IDG Vision Program and get regular eye exams.

AIR QUALITY

- Eliminate dust from your work areas.
- Remove dust collectors (unnecessary files, magazines, etc.) from your surroundings.
- Buy a plant for beauty and oxygen.
- Change filters in laser printers and fax machines at prescribed intervals.
- Make sure your office is vacuumed regularly.
- Report excessive dust or dirt to your building management. Check with them to be sure the HVAC equipment is on a regular maintenance schedule and office vents are cleaned regularly.

COMPUTER USE

A well-designed workstation and varying/alternating tasks through the day can help prevent tension and fatigue. If you do start to feel fatigued, it's easy to stimulate circulation and feel energized again. Try the following next time you need a break:

- Stretch your arms out to your sides and over your head.
- Massage your hands and wrists to relax tightened muscles and improve circulation.
- Tip your head from side to side three times and then look over each shoulder. Drop your chin to your chest and tilt it back as far as you can.

To avoid fatigue while sitting at your keyboard:

- Allow your arms to hang naturally from your shoulders.
- Your forearm should form a right angle to your upper arm.
- Keep your hands and forearms straight and level.
- Use a soft touch on your keyboard and keep your fingers and hands relaxed.
- Sit all the way back in your chair for proper back support; knees should be slightly lower than hips with feet flat on the floor.

PERSONAL SECURITY

- Make sure a convenient desk or storage cabinet has a lock.
- Keep all personal belongings out of sight if you will be away from your work area.
- Stay alert when entering and leaving the building, especially after dark.

The impact of your surroundings can really affect how you feel at work. Personalize your work space with things that relax you (ie., photos, pictures or artwork). With some of these simple adjustments to your daily routine, you can make your work environment a pleasant place to spend your day.

Did you know...

You can purchase additional life insurance for yourself, your spouse, and/or your dependents?

IDG offers you the opportunity to purchase up to $500,000 worth of life insurance coverage for yourself and/or your spouse and up to $10,000 of coverage for your dependent children. This benefit is available to any IDG employee eligible for benefits and is funded by employees through payroll deduction. Premiums are based upon the insured's age and the amount of coverage. For more information, please contact your HR director.

Employee survey pulls record response

More than 80% of IDG's U.S. employees filled out and returned the 1994 Employee Survey — the highest response rate in the survey's history.

Of the large business units, *PC World* had the best response rate at 85%. Congratulations to all participating employees and to President Pat Kenealy and Vice President of Human Resources Richard Willoughby for motivating their troops. Of the smaller business units, IDG List Services had 100% participation. Kudos go to the List Services team and President Deb Goldstein.

Results of the employee survey have been distributed to each business unit. Managers should be in the midst of meeting with their direct reports to formulate action items to improve operating practices.

Ask HR

- FROM FRONT PAGE

cess of the operation. That happens with customer dialogue in the marketplace and employee dialogue inside the operation. Yes, managers are obligated to discuss the issues at hand with their employees, and most do. Managers are strongly encouraged to hold survey feedback meetings. The best meetings are ones that are not punitive or blaming with a focus on the past, but rather focus on how the department members can make things better in the future. This result requires managers and employees to contribute to the process and be responsible partners, accountable to one another.

HR Update

Contributing Writers
Richard Willoughby, Shelly Ginenthal

Coordinators
Kelly Lynch, Tom Mathews

Editors
Patricia Smith, Penny Winn, Stephanie Noyes

HR Update is a cooperative effort between the IDG HR Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA 01701; fax: 508-935-4600.

IDG Job Opportunities Update

Monday, April 25, 1994

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

MARKET ANALYST (IDG/MSD)

Ideal candidate will be responsible for working on business development issues, looking at new markets, evaluating business plans, writing speeches and presentations, and tackling specific projects for the IDG Executive Committee. This position allows for excellent visibility on highly important strategic issues to the company. The ideal background would be someone who has an interest in and experience in publishing/advertising/marketing issues, as well as an interest in high-tech. MBA preferred.

NOTES DEVELOPMENT MANAGER (IDG)

The ideal candidate will be an information systems professional with three to five years development and applications support experience, including proven experience developing Notes-based applications. Additional proficiency required in multi-platform and remote user network configurations, database development and email communications.

ADMINISTRATIVE ASSISTANT (IDG)

The individual in this position will be responsible for supporting the tax/legal department. Responsibilities will include word processing, spread sheet development, filing, copying and other administrative duties as needed. Knowledge of PC's required. Excellent communications skills are necessary. Lotus 1-2-3 a plus.

PAYROLL / BENEFITS ADMINISTRATOR (IDG)

Candidate will be responsible for a high volume of payroll and HRIS data entry plus ad hoc reporting. Experience in payroll processing required. Excellent customer service and organizational skills necessary. Benefits administration plus knowledge of COBRA is essential.

HUMAN RESOURCES ASSISTANT (IDG)

The individual in this position will be responsible for HR program administration, employee record maintenance, and answering employee questions. Excellent organizational and customer skills required . Candidate must be able to handle deadlines in a fast-paced environment. Previous HR Administration experience required.

DIRECTOR, COMNET/ ASIA & LATIN AMERICA (WEC)

Ideal candidate will manage marketing activities for all communication trade shows. Individual will select all international venues and develop new trade show marketing opportunities. Candidate will manage strategic account relationships. Fifteen years marketing communications, trade show or vendor experience required.

SENIOR EDITOR - WEST COAST (NW)

Network World is looking for an experienced reporter to join its Client/Server Applications team. Individual will be responsible for reporting news and providing analysis of developments in distributed database, groupware, electronic mail, workflow and other key applications technologies. 3+ years of computer industry reporting experience necessary

SYSTEMS SPECIALIST - WEST COAST (CWI)

The ideal candidate will provide hands-on technical support for remote office operations. Individual will be responsible for performing preventative maintenance, servicing equipment and correcting problems as they occur. Will also provide ongoing training for staff, and be responsible for designing and implementing office automation projects. Knowledge of desktop hardware, operating systems, and Email required. Familiarity with Lotus Notes and Internet a plus. Two years experience plus a BA in Computer Science preferred.

RESEARCH ANALYST, STORAGE (IDC)

Candidate will possess expertise in the areas of computer storage subsystems and storage arrays. Individual will provide inquiry support and develop relationships with storage subsystem manufacturers. Must be able to conceive and execute on a regular schedule, written reports/databooks and bulletins. Proficiency in spreadsheet, database, and word processing is essential.

NEW PRODUCTS WRITER (CWI)

The individual in this position will write and edit new products information that appears in the technical sections. Candidate will gather information for the Industry Pulse and WYSIWYG sections and work on special projects as needed. Degree in English, Journalism or Computer Science, plus one year experience at a computer publication or in the computer industry required. Strong writing and organizational skills are essential.

COPY EDITOR (IW)

The individual in this position will edit copy for grammar, spelling and style; write headlines, captions and pull quotes. Degree in Journalism plus one year experience preferred. Knowledge of QuarkXPress a plus.

PUBLISHER, MULTIMEDIA WORLD CONTRACT PUBLISHING (PCW)

The publisher will manage all aspects of Multimedia World's first contract publishing job, a quarterly high-circulation computer and cartridge gaming magazine. Publisher will serve as key contact to client company, managing the contract, and have P & L responsibility over the magazine and all related projects pertaining to the contract Candidate will be responsible for all marketing activities, editorial and circulation strategy, and some direct field sales. Duties will also include developing additional print publishing contracts with major vendors. Strong knowledge of the computer and/or videogame markets necessary. 5-8 years computer or videogame space sales experience plus 3 years management experience required.

ADMINISTRATIVE ASSISTANT - EAST COAST (PCW)

The individual in this position will provide administrative support for two Sales Managers. Duties will include phones, word-processing. client contacts, filing and photocopying. Excellent communication skills required. Candidate must be highly organized and detail oriented. Knowledge of the IBM PC or compatible, Word for Windows, Q & A, and Excel is necessary. 1+ year clerical experience required.

ANDREW FLUEGELMAN INTERNSHIP (PCW)

The successful candidate will have hands-on training in research, reporting, editing, and writing. During the course of the six month internship, the intern will work with various departments with PC Word Editorial, but will report directly to the senior editor for features. Strong writing skills plus an interest in PC technology is necessary.

PRODUCTION EDITOR - ON -LINE SERVICES (MACWORLD)

The individual in this position will prepare text and graphics, plus process data generated by on-line services. Knowledge of on-line services and the Macintosh operating system is necessary. A thorough understanding of search and replace algorithms is essential. Familiarity with programming syntax a plus.

ASSISTANT EDITOR - ON-LINE SERVICES (MACWORLD)

The individual in this position will help manage and maintain the publications informational on-line presence. The ideal candidate must have on-line service experience, plus knowledge of Macintosh computing and major software applications. Writing and editing background a plus.

EDITOR - ON-LINE SERVICES (MACWORLD)

The individual for this position will develop and oversee Macworld's on-line presence. 3+ years writing and/or editing experience for a major on-line service is required. Familiarity with Macintosh software a plus. Strong technical knowledge and some supervisory experience preferred.

TECHNICAL EDITOR - ADVANCED SYSTEMS (IMI)

The successful candidate will create, refine and run computer product tests. Responsibilities will also include, writing editorial on product comparisons and participating in planning editorial content. Individual will serve as a technical resource and represent Advanced Systems at meetings and industry events.

IDG Job Opportunities Update

April 25,1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Market Analyst	MSD, Boston, MA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Assistant	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Assistant	IDG Research Serv. ,Natick, MA	M. Cornetta	(508)935-4734
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG	Systems Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Assistant News Editor	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	Systems Analyst/Network Admin	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Director, ComNet/Asia & Latin Am.	Framingham, MA or San Mateo, CA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2)ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Account Manager (2)ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Sales Coordinator ComNet	San Mateo, CA	K. Fantoni	(508)935-4531
WEC	Dir/Gen.Mgr Comm. Show	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Account Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Operations Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Sales Representative	Peterborough, NH	K. Miller	(603)924-0134
NW	Senior Editor	San Francisco, CA	M. Cornetta	(508)935-4734
NW	Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Coordinator	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sales Associate	Mountain View, CA	D. Miller	(508)935-4133
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, PC Connectivity	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Asst., Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Library Assistant	Mountain View, CA	C. Wong	(415)962-6481
IDC	P/T Admin. Asst., International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Admin. Assistant, Systems	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	Systems Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	New Products Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	Acct. Exec./VAR Database Sales	CW Database, Framingham, MA	J. Carpenter	(508)935-4396
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
RTI	Account Executive	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Business Development Mgr.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501

IDG Job Opportunities Update

April 25,1994

Division	Title	Location	Contact Mgr.	Phone
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Researcher	San Mateo, CA	L. Schmid	(415)312-0669
IW	Fluegelman Internship	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editorial Content Engineer	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editor, Online Editorial	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	VP, Marketing	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Administrative Assistant	Natick, MA	E. Sanderson	(508)820-0440
PCW	Publisher, Multimedia World	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant Reviews Editor	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	MIS Director	San Francisco,CA	R. Willoughby	(415)979-3205
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
PCW	Asst. to the Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Assistant Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)267-1722
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Designer	San Mateo, CA	K. Marty	(415)286-2573
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Mangion	(415)286-2545

CIO celebrates growth at "expansion party"

Since its founding in 1987, *CIO*'s phenomenal growth in pages, readership, revenues and staff have necessitated periodic increases in its office space. The most recent expansion was completed earlier this month and celebrated in grand style at an "expansion party."

Employees, who had good-naturedly endured six weeks of the inevitable inconviences created when walls are knocked down and built up around them, donned bright red hard hats and black sweatshirts proclaiming, "Here we grow again!" Amid a carnival-like atmosphere complete with balloons, streamers, popcorn machines and a fortune-teller who predicted nothing but continued success for the company, the staff enjoyed a lavish buffet featuring a large cake appropriately decorated in the construction motif.

***CIO* Editor-in-Chief Marcia Blumenthal shows off her "expansion-wear."**

World Update photos

CIO President Joe Levy listens to a fortune teller's prediction of continued success for his company.

(l-r) Marcy Dill, Nancy Hitchcock, Cheryl Davis and Brooke Burton were among the *CIO* staff members celebrating the company's newly expanded office space.

According to **Walter Manninen**, *CIO*'s director of finance and administration, who oversaw the build-out which was almost a year in the planning, "We wanted to stay in the building, but we were bursting at the seams. We managed to negotiate a new five-year lease that will actually see our monthly rent go down next year despite the 36% increase in space we've just gained." The company, which now occupies 75% of the second floor in its building, has seen its office space grow a total of 109% in less than five years. This most recent expansion netted the group 16 new workstations and six new offices while maximizing the efficiency of its current space and allowing for almost-certain future growth, Manninen added.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS

Diane Lalumiere - IDC
Jose Miguel Perez - IDG Venezuela

EIGHT YEARS

Peter Kelly - Computerworld

SIX YEARS

Shannon Smith - Macworld
Grace Duarte - InfoWorld
Nancy Underwood - IDC
Darren Ford - Computerworld
Dorothy Rosenthal - IDC
Steve Auerbach - IDC

FIVE YEARS

Carla Thornton - InfoWorld

FOUR YEARS

Mary McCole - TechMedia Publishing
Ole Larsen - IDG Denmark

THREE YEARS

Matthew Clark - Macworld
Angélique Bizouarn - IDG France

TWO YEARS

Kim Stein - Multimedia World
Bonnie Chin - InfoWorld
Rosemary Hayes - InfoWorld
Michael Melenovsky - IDC

ONE YEAR

Angelina Beitia - Macworld
Greg Kilkenny - IDG Books Worldwide
Marlene Goldman - InfoWorld
Brooke Burton - CIO
John Monroe - Federal Computer Week

West Coast employees mark 10-year anniversaries

Deborah Branscum, executive editor at *Macworld*, joined IDG in November 1983 as a copy editor for *InfoWorld*.

"Did I think I'd be here for 10 years? Absolutely not!" she admits. "It never occurred to me I could work for a single corporation for 10 years. But IDG makes it easy to stay by providing many career opportunities at many different publications."

Deborah's career led her to the news editor post at *InfoWorld* and beginning in 1988, to *Macworld*, where she earned two promotions before accepting her current job more than a year ago. In 1991 and again this year, Deborah won the Computer Press Association's Best Columnist award for her Conspicuous Consumer column. She received another award for Best Editorial in 1992. Most recently, Deborah was involved in helping launch the newsletter *PowerPC World.*

Single Copy Sales Director **George Clark** is considered IDG's resident guru in his specialty of single copy sales circulation, which he currently handles for *Macworld* and *Publish*. His single copy sales efforts for IDG include the launches of *PC World*, *Macworld*, *Publish*, *NeXTWORLD* and *Desktop Video World*.

When George joined *PCW* in 1993, nearly a dozen employees worked in single-copy sales in order to manage the huge number of computer retailers that made up the majority of *PCW*'s and *Macworld*'s initial circulation. Over the next few years, as alternative channels emerged and the retail market consolidated, those functions were outsourced. Today, George manages a department of three.

Julie Dunn

George Clark, Barbara Lewis and Deborah Branscum (seated) celebrated their 10th anniversaries with IDG by dining at the Ritz-Carlton in San Francisco earlier this year as guests of IDG Chairman Pat McGovern.

In 1990, George was awarded an IDG fellowship that gave him the opportunity to travel abroad to consult with many of IDG's publications around the world. He is currently very active in pursuing cover premium opportunities for *Macworld*.

Like Deborah, George never expected to remain at IDG more than a year. When asked why he decided to stay around, George reeled off a litany of reasons: "the variety of activities in my position, the people and IDG's commitment to produce the highest quality products and services."

The *PC World* copy desk has been Senior Copy Editor **Barbara Lewis**' second home since January 1984.

"When I first started, copy editors didn't even have computers on their desks," she recalled. "Even though the whole publishing process is electronic now, we still wander around with pencils." In the early days, the *PCW* copy editors simply reviewed whatever articles were at the top of the pile, a process Barbara preferred because she was able to read most of each issue. Now, the copy editors rotate responsibilities for the different sections every few months.

The most challenging aspect of her work revolves around the maelstrom of "ship week," when *PC World* is in the last throes of production, "because we have to move very fast, and we have to be perfect." For Barbara, the best part of her job is "working with a lot of bright, weird people and getting paid for looking for trouble."

When she's not at the office or spending time with her family and two dogs, Barbara enjoys improvisational theater. Bay Area Theater Sports, which does competitive improvisation, is one of her favorite companies, and she's participated in one of their rookie matches. "It's so different than what I do at work — there you're not allowed to edit!" she said.

Attention all Framingham-area employees

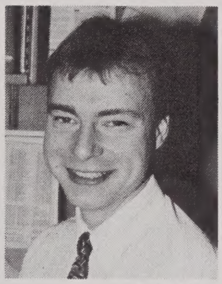
On Arbor Day, Friday, April 29, the IDG Environmental Subcommittee (part of the IDG Chairman's Council) will be holding an "ARBORque" lunch on the lawn behind the 5 Speen Street office in Framingham. Lunch will cost $5.00, $1.00 of which will go to benefit the environment. IThere will also be a bake sale and raffle to raise additional funds. Proceeds from this event will be split among three worthy causes:

- **An adopt-a-whale campaign sponsored by the International Wildlife Coalition**
- **A Nature Conservancy-sponsored program to preserve South America's rain forests**
- **Global ReLeaf Forest Ecosystem Restoration Program sponsored by American Forests.**

All Framingham-area IDG employees are invited to attend so please mark your calendars and plan to join us this Friday for good food and a good cause! Rain date: Friday May 6. BYOB (bring your own blanket).

Noteworthy !

PROMOTIONS


Everett World Update

Andrew Everett has been promoted to show manager at World Expo. He will be responsible for launching Network World Unplugged, a wireless networking and remote computing applications conference and exposition. He began his career at IDG as a telemarketer on ComNet '89 while a student at Northeastern University's College of Business. Andrew has subsequently held a variety of positions with World Expo including a six month stint at the Munich office. His outside interests include Tae Kwon Do and bicycling.

■ ■ ■

Pennett World Update

Jeff Pennett has been promoted to vice president, network and production services for Network World. Jeff's promotion recognizes the increasing connection between IS and production, which enables the production department to provide improved service to all Network World divisions. Network World President Colin Ungaro said, "Jeff is uniquely qualified to take on these new responsibilities, having demonstrated his expert understanding of IS and the role that production plays in it."

■ ■ ■

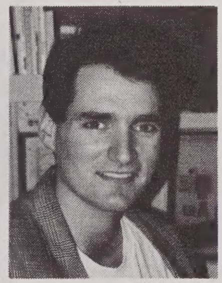
"Since roughly the day he arrived at *CIO* **Rick Pastore** has been turning out interesting, useful, lively, reader-friendly and often innovative stories," said Managing Editor Lew McCreary. In light of these accomplishments, Rick has been promoted to a senior editor of *CIO*. Rick first joined IDG in 1988 as a copy editor for *Computerworld*, and moved on to the news desk writing about personal computers. In June of '91 he joined *CIO* as a writer, where just two days before Rick's promotion was announced, his future was predicted by a soothsayer at *CIO's* office expansion celebration. Rick is an avid collector of film memorabilia, with a particular passion for items from horror and science fiction pictures.

TRANSFERS

Cafasso World Update

Rosemary Cafasso has returned to *Computerworld* as a senior editor focused on client/server applications, having worked in a similar capacity at *Network World*. Prior to that Rosemary was a senior account manager at McGlinchey and Paul and spent seven years at *CW* as senior writer and editor covering an array of technology areas.

■ ■ ■


Siggins World Update

Originally hired in 1991 as a graphics specialist for *Computerworld*, **Michael Siggins** has joined *CIO* as a design associate. Michael completed his BFA in illustration at Syracuse University. Biking, travelling and reading are among his leisure time pursuits.

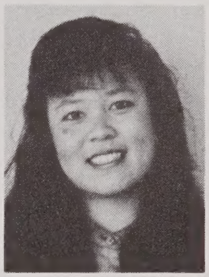
■ ■ ■

Shawne Hightower-Fisher, assistant to the vice president and associate publisher at *Macworld* since March 1993, has transferred to Infotainment World, where she will work as a newsstand sales specialist. Shawne earned her BS in business administration and marketing from California State University at Hayward and loves taking part in just about anything outdoors, particularly skiing, tennis and hiking.

NEW EMPLOYEES

Bill Brandel has joined the *Computerworld* news staff as senior editor covering PC software. He was most recently a senior editor at *LAN Times* magazine. Bill is a *CW* alumni, having worked for the publication in 1989, and has since been a PC analyst and freelance writer working for a number of general interest periodicals including the *Boston Business Journal*.

■ ■ ■


Chow Julie Dunn

Macworld welcomes **Marisa Chow** as a human resources representative. Before joining *Macworld*, Marisa was the assistant human resources director for Hyatt Hotels Corporation. She received a BA from the University of California at Berkeley with a concentration in human resources.

■ ■ ■

IDG Books in Indianapolis welcomes **William Barton** as a copy editor. William boasts over 22 years of copy editing experience for Prentice Hall Computer Publishing, and *The Saturday Evening Post* and *Endless Vacation* magazines. He earned a BA in English composition/journalism from Indiana University-Purdue University at Indianapolis. William is a member and officer of the Illustrious Clients of Indianapolis, a local Sherlock Holmes scion; plays the guitar, bass and mandolin, and is a part-time song writer. He writes gamemaster and role-playing games and several of his award-winning designs have been published "So Ya Wanna Be a Rock 'N Roll Star," his own, self-published role-playing game, won an industry award.

■ ■ ■

Natalie Kuperman joins IDC's Human Resources division as an intern. Natalie is presently attending Bentley College, taking courses in human resources and working towards her degree in management.

ITrivia ? ? ?

This is a test...

So, you think you're up-to-date with all the latest goings on at IDG? Prove it! The following questions have been culled from material included in the current issue of *World Update* as well as the April 11 and 18 issues. Simply circle the correct answers and fax this page back to us by May 20. *World Update* will conduct a random drawing from all correct entries received by May 20 and award the winner a $20 gift certificate to the restaurant of his/her choice.

So, pull out those back issues and start circling!

Name:________________________________

Business unit:___________________________

Telephone #:____________________________

Fax #:________________________________

Fax this page to *World Update* at 617-423-0712 by Friday, May 20.

1. How many graduates has the Publishing Institute produced?
1) 55 2) 123 3) 86

2. What musical group performed at UniForum '94?
1) Pearl Jam 2) The Beach Boys 3) The Four Tops

3. Who is the new publisher of Advanced Systems?
1) Stan Vanocur 2) Bruce Gray 3) Ronald Resnick

4. What is the name of the company IDG has a license with in Israel?
1) Computers Mideast 2) People & Computers 3) Tel Aviv Publishing

5. What is the newest publication from IDG's licensee in Colombia?
1) *InfoWorld* 2) *PC World* 3) *Computerworld*

6. What is Indonesia's estimated installed base of PCs?
1) 1.2 million 2) 750,000 3) 2.6 million

7. Which country does not currently have an IDC office?
1) Venezuela 2) Bolivia 3) Chile

8. What's the name of LINK Resources' new CIS program?
1) Portable Computing 2) Wireless Communication 3) Multimedia

9. Electronic Marketplace Systems is targeting its on-line Electronic Marketplace product at companies with more than how many employees?
1) 25 2) 50 3) 100

10. Since its establishment in 1989, *CIO* has expanded its office space by how much?
1) 50% 2) 78% 3) 109%

IDG *World Update*

PUBLISHER
David F. Hill
617-423-9030

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

Macworld, Publish walk off with Maggie Awards
- PAGE 2

ETA, MSD join forces to create CD-ROM
- PAGE 4

World Expo plans Information Superhighway Summit
- PAGE 4

IDG World Update

VOLUME 24, NUMBER 18

MAY 2, 1994

Computerworld acquires lead management firm

Computerworld, Inc. recently acquired Response Technologies, Inc., a lead and inquiry management company based in New Bedford, Mass. This is Computerworld's first external acquisition, although the company completed an internal acquisition in October 1991 when the Database Division moved under the CW umbrella. Computerworld Database Division's Vice President/General Manager **Rich Mikita**, who will manage RTI's relationship with *Computerworld*, described the move as an effort to "quickly branch out into a rapidly growing area that the client base of *Computerworld* has expressed interest in." RTI President **Charles Coleman** will retain leadership of the company and manage his own team.

"One of the primary functions of RTI is to help its clients respond quickly to buyers' requests for product information," Mikita explained. For example, RTI will answer the toll-free number provided in a client's advertisement, gather information about the caller, immediately fax and/or send product information to the caller and fax the details of the contact directly to the appropriate salesperson at the client com-

-SEE PAGE 5

First Asia/Pacific CW Product Line Meeting attracts a crowd

Bernhard Steen

(l-r) Takumi Takahasi, *Computerworld Today*; Kozo Hiramatsu, IDG Japan; Siri Herud, CW Global Product Support Center; and Setsuro Tamai, IDG World Expo Japan, enjoy a relaxing dinner cruise during the two-day meeting.

The second in a series of three Computerworld Product Line Meetings scheduled for this year went off without a hitch last month in Hong Kong. Targeted at *CW* publications in the Asia/Pacific region and organized by the CW Global Product Support Center in Norway, the meeting attracted 35 attendees representing 10 countries and close to a dozen publications.

The two-day meeting featured a jam-packed agenda that included a roundtable

-SEE PAGE 5

In brief

IDG publications honored at Maggie Awards

IDG was well represented in the list of finalists for the Western Publishers Association's Maggie Awards. *Macworld* led the field with nominations in seven categories, *Publish* pulled in three nominations, and *PC World* two. The inaugural issue of Infotainment World's *PlayRight*, published in November, was a finalist in the newsletters category. The Maggie Awards are presented annually to magazines, tabloids and newsletters published in the 14 western states or published for distribution only in those states.

Two IDG publications emerged with highest honors at the awards banquet held on April 8 at the Los Angeles Airport Hyatt. *Macworld* was recognized for the Best Single Editorial Illustration in a consumer publication for its rendition of High Speed Fax Modems in the October issue. The Maggie Award for Best Color Editorial Layout in a consumer publication went to *Publish* for the Sixth Annual Design Awards in the June issue.

Macworld
Graphics Firepower
Mac LC 575
15 Best Utilities
Troubleshooting
Super Scans
1040 Makeover
30 from A to Z
Buyer's Guide
Windows Publishing
PlayRight
Welcome to PlayRight's Premiere Issue!
PC WORLD
TRIPLE SPEED
Faster Than a DX2-66 Than Pentiums
Will Tripled 486s Be Your Best Buy PCs in 1994?
100 MHZ

Reminder: Online Functional Meeting

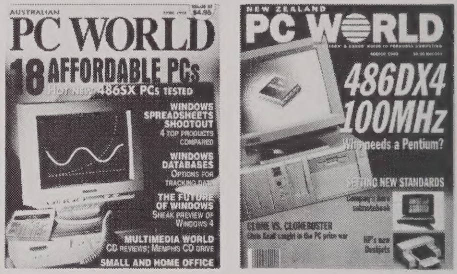
The deadline to sign up for IDG's first Online Functional Meeting is rapidly approaching. The meeting will be held May 15-16 at the Silverado Country Club and Resort in Napa Valley, Calif.

The meeting is open to any employee interested in learning more about where IDG is headed in on-line activities.

For more information about the agenda or how to reserve your spot, please contact Amanda Hixson, *InfoWorld*'s director of licensing at 415-572-7341 or Lia Lorenzano, in *InfoWorld*'s Editorial Events group, at 415-312-0693.

Australian PC World gets big break on small screen

Australian PC World has made its television acting debut on *Shortland Street*, a New Zealand-made soap opera that screens in New Zealand, Australia and England.


AUSTRALIAN PC WORLD
18 AFFORDABLE PCs
WINDOWS SPREADSHEETS SHOOTOUT
WINDOWS DATABASES
THE FUTURE OF WINDOWS
MULTIMEDIA WORLD
SMALL AND HOME OFFICE
NEW ZEALAND PC WORLD
486DX4 100MHz
Who needs a Pentium?
SETTING NEW STANDARDS
CLONE VS. CLONEBUSTER

Which will capture the hearts and minds of soap opera fans down under?

The magazine appeared on a coffee table during a crucial scene. IDG New Zealand staff were shocked at this Aussie intrusion into their favorite medical drama and dispatched copies of *New Zealand PC World* to the show's producers. Look for them to play supporting roles in future episodes of the top-rated soap.

Set in a medical center, *Shortland Street* screens weekdays at 7 p.m. on Television New Zealand, and as a daytime soap in Australia and England.

World Update would like to thank sharp-eyed **Chris Keall** *at* New Zealand PC World *for this report.*

Desktop Video World adopts new name to better reflect editorial focus

Desktop Video World has changed its title to *Digital Video* effective with the June 1994 issue.

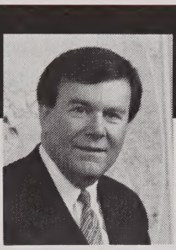
DIGITAL VIDEO
NAB '94!
Video on CD!
Designing an Interface

According to Publisher **Dale Strang**, readers have clamored to learn more about the latest digital technologies. "Testing alternative names has proven that fact," he said. "Extensive testing on subscription cards and on newsstand copies has shown that *Digital Video* is clearly the title that our readers prefer. The focus of the magazine itself remains unchanged; it's simply that the new title more accurately reflects the dynamics of this rapidly growing and evolving marketplace."

Launched early last year for creative professionals involved in video and multimedia production, *Digital Video* is enjoying healthy circulation growth. From a start of 35,000 paid, the staff is projecting a circulation of 50,000 paid by the end of 1994. Those figures are all the more impressive, Marketing Manager **Wendie Marro** pointed out, since most of *Digital Video*'s competition is controlled circulation.

On line

ASK PAT



Q I saw in the forecast issue of *World Update* that [International Publishing Services President] David Hill calls IDG's relationships with VNU and Nikkei strategic alliances. Do you view them that way, and do you expect there will be more of them?

A IDG's commitment to its computer industry clients is that IDG will offer access to the key groups of IT buyers in all major countries. For business markets, we wish to offer access to the IS managers and professional market, the PC buyers' market, the Macintosh buyers' market and the networking managers and professional market, among others.

In certain countries we can serve the customer best by developing a strategic alliance with a well-established publication that is already a market leader in that sector, rather than launching a new publication in competition with it. That is what we have done with VNU for the IS management and professional market in the U.K., the Netherlands and Belgium and with Nikkei for the general PC buyers' market in Japan.

This arrangement works well for our customers and allows IDG to avoid substantial and low yielding investments to acquire market share in mature markets, and gives us a vastly superior global publication network to any other IT information provider. Strategic alliances work best in mature markets, and when we can best serve our customer and thereby maximize IDG's success by such strategic alliances, we will of course, undertake them.

Q Who are the members of the Executive Committee, how are they chosen and what is the group's charter?

A There are currently nine members of the IDG Executive Committee. Seven members are regular members and two are rotating members. The seven regular members are the people who function in the following job titles at IDG: chairman, president, chief financial officer, controller, president of marketing services, vice president/financial analysis and vice president/corporate services. The two rotating members are a CEO of a U.S. business unit and a CEO of a non-U.S. business unit. These are chosen periodically by their colleagues and serve three- to four-month terms.

The Executive Committee meets by teleconference each Monday and for a half-day on the last Wednesday of each month.

The IDG Executive Committee's meetings focus on taking action in the following three areas: 1) decisions on requests from IDG business units or from outside parties seeking working capital to fund the launch of new projects or new business units. The EC evaluates the project's fit to IDG's mission and goals, the reasonability of the plan, whether it can make an adequate return on investment and whether the team is well-qualified to achieve the plan; 2) decisions about what actions should be taken, if any, on business units that are performing significantly below plan for an extended period of time. In that case, the committee will decide whether to reassign the business unit manager to new responsibilities at which he or she is more likely to be successful. The committee will then work with department managers in the business unit to find a qualified new head for the unit; 3) decisions on how to enter promising new markets not already being planned to be entered by existing IDG business units. This entry may be by way of a) an acquisition, b) selecting a product champion to develop a new business plan and, upon approval of the plan, funding the new venture, or c) identifying an existing IDG business unit well-qualified to undertake the new product or service launch and passing on the opportunity for consideration.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International Publishing Services, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn , P.Smith or S.Noyes.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

ETA, MSD team up in CD-ROM project

IDG's Marketing Services Division and Emerging Technologies Applications have recently teamed up to produce a CD-ROM disc that is proving to be an effective marketing tool. IDG's Client/Server on CD features fully searchable databases consisting of transcripts of recent MSD focus group research and articles drawn from a half dozen IDG publications.

Earlier this year, MSD sponsored a series of six focus groups — two each in New York, Chicago and San Francisco — designed to elicit information on a variety of client/server systems issues. The feedback from these focus groups formed the basis of a presentation titled: "Customers Speak: How to Market Client/Server Products" that MSD is using to assist IDG's key clients and prospects in developing marketing plans for their client/server products. To date, MSD's Director of Market Analysis **Scott Kleinman** has given the presentation to IDG clients and prospects in Boston, N.Y. and San Francisco. A fourth presentation is scheduled for Comdex Spring in Atlanta on May 25.

According to MSD Assistant to the President for Marketing **Chris McAndrews**, the idea for capturing the transcripts of the focus groups on CD-ROM evolved from MSD's desire to make the information accumulated during the focus groups available in a useful format and to demonstrate IDG's use of emerging technologies to deliver information about technology. Kleinman pitched the project to ETA President **Paul Earl**, who was quick to sign on. "This was a perfect opportunity to combine ETA's expertise in electronic publishing with content from a variety of IDG sources as well as MSD's marketing clout. The disc offered MSD a way to differentiate IDG's marketing message and present customers with a valuable research tool," Earl noted.

PUBLICATIONS JOIN IN

In addition to the focus group transcripts, the disc also contains close to 100 recent articles provided by *Advanced Systems*, *Computerworld*, *Computerworld*'s *Client/Server Journal*, *InfoWorld*, *Network World* and *PC World* that deal with client/server issues, technology and vendor profiles. Like the transcripts, the articles are fully searchable by keyword.

Following each of his presentations, Kleinman demonstrated the disc. Attendees interested in obtaining a copy were asked to leave behind a business card. MSD sales reps are currently in the process of either hand-delivering the CD-ROMs to clients or mailing them to prospects. "The disc provides an excellent opportunity for our sales reps to follow up with attendees and to reinforce in the customer's mind IDG's unparalleled knowledge and coverage of client/server computing," McAndrews said.

"We're very happy with this disc," he added, "and would definitely consider similar projects with ETA in the future."

"Electronic media offers companies the opportunity to combine their content — be it surveys, research, editorial or product information — with a graphically pleasing and lasting message," Earl said.

World Expo offers map for information superhighway

The first Information Superhighway Summit, a ComNet conference, will be held on Sept. 26-28, in San Jose, Calif.

The summit is being produced by IDG World Expo in partnership with Dr. John McQuillan of McQuillan Consulting and will address the progress being made in the IT infrastructure, changing technology and the wealth of business opportunities resulting from emerging network applications.

The three-day event will consist of tutorials, keynotes, plenaries and educational sessions. **Bob Metcalfe**, publisher and CEO of *InfoWorld*, will moderate one of the two tracks titled "Building the Infrastructure," and will conclude the summit in a plenary session called "Putting it all Together" with Dr. McQuillan.

This event comes at a time when the U.S. Congress is looking to restructure communications laws and telephone and cable companies are committed to making substantial investments in the information superhighway.

Information Superhighway Summit A COMNET™ CONFERENCE

The event targets professionals from telephone companies and government agencies, as well as cable operators, communication equipment vendors, providers of multimedia products and services and institutional investors involved in marketing, planning, new business development and infrastructure strategizing.

IDG Chairman **Patrick McGovern** noted that within the increasingly competitive market, the summit represents for IT executives an "opportunity to learn about the key issues first hand, from some of the same individuals who are establishing the structure and technology of the information superhighway."

For more information about the Information Superhighway Summit, contact **Jeff Silha** at World Expo, tel.: 508-820-8628.

IDG Job Opportunities Update

Monday, May 2, 1994

The ***Job Opportunity Listing*** will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

ASSISTANT CREDIT MANAGER (IDG)

This individual will be responsible for supervising the credit functions of the Credit Department. He/She will provide leadership, mediation, day to day problem solving and trouble shooting within the department. Responsibilities will also include assisting the Credit Manager in hiring and training credit personnel and assisting with employee evaluations. BS/BA in business or related field required. A minimum of 5 years experience in credit/collections with at least 2 of those years in the publishing environment. 1-2 years supervisory experience preferred.

ASSISTANT SHOW MANAGER - OBJECT WORLD (WEC)

The individual in this position will assist the Show Manager for the Object World Conference and Exposition. Ideal candidate will assist in logistics, marketing, public relations, planning, sales forecasting, site selection and vendor selection activities. Individual will also be involved in budget management. Travel is a must. 5-7 years experience in the show industry is required plus knowledge of Word and Lotus. Excellent communication and negotiation skills are essential.

GRAPHIC DESIGN SPECIALIST (WEC)

The successful candidate will create general print items, collateral, newsletters, forms and various other materials needed to promote our conferences and trade shows. Individual must be proficient in Aldus Pagemaker, Quark, Illustrator, and Freehand and be able to prepare materials for the printer. Candidate must be able to function in a fast-paced environment and meet tight deadlines. A degree in graphic design plus 2 years graphic design experience required. Agency experience a plus.

CONFERENCE MANAGER - OBJECT WORLD (WEC)

Ideal candidate will conceive, research, plan, budget, produce and assess conference programs, using industry leaders as a steering committee and advisory board. Individual will provide input as required to the show manager for positioning and promotion of shows. Responsibilities will include the development and management of conference budgets. Minimum of 3 years experience in conference management and planning essential. Familiarity with the IT industry is necessary.

LIST SERVICES ASSISTANT (CIO)

The successful candidate will provide administrative support to the List Services Manager. Responsibilities will include client correspondence, handling inquires from list brokers, preparing monthly billing, entering list orders and maintaining the customer database. Excellent phone skills required. Macintosh experience with some knowledge of FileMaker Pro and Microsoft Word preferred. BA required

SENIOR EDITOR (BCP)

DOS Resource Guide is looking for an experienced and imaginative editor to plan, edit, and help produce a section of this bi-monthly instructional magazine for computer users. Five years experience in magazines, newspapers or periodicals is necessary with at least two years experience in the computer magazine field. Knowledge of DOS, Windows and PC hardware is essential. Writing background preferred.

OFFICE MANAGER - WEST COAST (TMP)

The individual in this position will be responsible for providing office and sales support to the Publisher. Candidate will develop the advertiser database, coordinate the appointment and travel calendar and support trade show activities. Individual must be highly organized, self-motivated and have excellent interpersonal skills. Computer skills are necessary. Special interest in sales and marketing a plus.

RESEARCH ANALYST - LAN (IDC)

Candidate will possess excellent writing skills and knowledge of survey methodology. Experience with PC, LAN or communications technology is necessary. BA/BS plus 2-3 years work experience a plus.

SALES ASSISTANT - WEST COAST (CWI)

This individual will be responsible for providing support to a Senior District Manager. Candidate must be goal oriented and able to work in a fast-paced sales environment. Administrative experience, PC literacy, and the ability to produce graphics presentations is required. BA/BS degree preferred.

SOFTWARE EDITOR (IW)

InfoWorld is looking for a proactive, technically knowledgeable software section editor who is dedicated to breaking stories in the client/server, database, application development, operating systems and applications area. The primary responsibility will be to manage a team of writers and editors, as well as assign, compile and edit software stories. Minimum of 5 years journalism experience, 2 of that in the computer journalism, is required. 2 years management experience preferred. Experience on a daily or weekly publication is a plus.

SALES ASSISTANT (IW)

The responsibilities in this position include, mailings, pricing information, transcribing results for database entry, preparing business offers for new accounts and general administrative support. Candidate must have excellent organizational skills. Sales and administrative experience preferred. PC publishing experience a plus.

TEAM LEADER / EDITOR (IW)

The successful candidate must have 5+ years experience as an editor for a computer or related technical publication. Strong technical editing and project management skills required. Experience with networking products a plus. Must be able to meet weekly deadlines.

SENIOR PROMOTION MANAGER (PCW)

This individual will be responsible for overseeing all aspects of new business promotion for the magazine, which includes staff supervision, budget preparation and reconciliation, and creative direction. Candidate will also be responsible for identifying lists that could potentially be useful in promoting PC WORLD, negotiating with the list owners, and evaluating the effectiveness of the lists used. 2+ years experience as a New Business Manger with an emphasis on direct mail preferred. Experience with general circulation analytic techniques required. Strong leadership skills a plus.

COPY EDITOR (PCW)

The responsibilities in this position include copy editing, proofreading, copy fitting, extensive work with tables, and tracking articles through production. Individual will assist in determining house style, work with editors and designers to ensure clarity and accuracy. Must have two years experience in magazine copy editing and production. Must know the Chicago Manual of Style and be proficient in word-processing on the Macintosh.

IDG Job Opportunities Update

May 2, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Assistant Credit Manager	Framingham, MA	P. Fowler	(508)935-4796
IDG	Market Analyst	MSD, Boston, MA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Assistant	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Assistant	IDG Research Serv. ,Natick, MA	M. Cornetta	(508)935-4734
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Assistant News Editor	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Graphic design Specialist	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, ComNet/Asia & Latin Am.	Framingham, MA or San Mateo, CA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2)ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Operations Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Senior Editor	San Francisco, CA	M. Cornetta	(508)935-4734
NW	Marketing Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, PC Connectivity	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Research	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Systems Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	New Products Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
RTI	Account Executive	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Business Development Mgr.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Software Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Team Leader / Editor	San Mateo, CA	L. Schmid	(415)312-0669

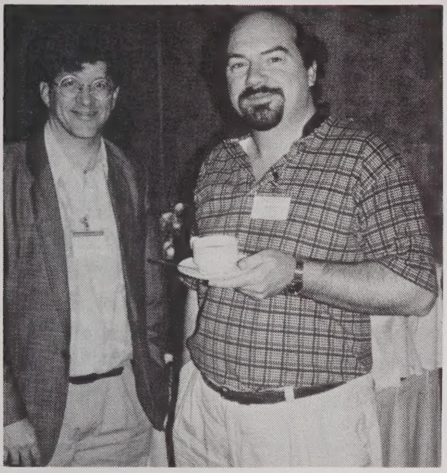
IDG Job Opportunities Update

May 2, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Researcher	San Mateo, CA	L. Schmid	(415)312-0669
IW	Fluegelman Internship	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	VP, Marketing	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Senior Promotion Manager	San Francisco, CA	S. Pecar	(415)978-3305
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	Natick, MA	E. Sanderson	(508)820-0440
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant Reviews Editor	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Assistant Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)267-1722
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Designer	San Mateo, CA	K. Marty	(415)286-2573
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Mangion	(415)286-2545

Crowd

-FROM PAGE 1



photos by Bernhard Steen

Bob Pinchin (l), sales manager at *CW New Zealand*, and New Zealand General Manager Martin Taylor take a break from the first day's session.

discussion of the individual markets and products represented, presentations on editorial policy and design and layout, a look at the role of International Marketing Services, an update on the IDG News Service and the "Notes Project," discussions focusing on advertising sales, circulation, database building and on how to build and use a test facility.

According to **Siri Herud**, administrative coordinator of the CW GPSC, who organized the meeting, "Our goal was to create a meeting that would be useful, motivational and interesting for all who attended." Judging from the feedback of attendees, she and her team succeeded admirably.

"I felt the meeting was a fantastic opportunity to share our ideas and experience with our colleagues, from whom I in turn learned a great deal," said *CW Taiwan* Editor-in-Chief **Arthur Lee**.

"The issues discussed at this meeting undoubtedly will provide all attendees with ideas to pursue in their own countries," added *CW Hong Kong* Associate Publisher **Melvyn Bennett**.

"The team from Norway did a great job," summed up IDG Japan President **Kozo Hiramatsu**. "It was an extremely useful meeting, and I am particularly glad that [*Computerworld Today* Executive Editor] **Takumi Takahasi** was finally able to meet several U.S. counterparts from *Computerworld* and *InfoWorld,* who until now, had only been names on the wire."

Melvyn Bennett (l), *CW Hong Kong* associate publisher, and *CW* U.S. Editor Paul Gillin were among the 35 attendees.

CRUISING THE SOUTH CHINA SEA

Crucial to establishing the informal and relaxed atmosphere that facilitates communication during the meetings and workshops, is building in time for people to interact in a casual and fun setting, noted Herud. To this end, Herud arranged for attendees to enjoy a dinner cruise aboard a sailboat in the South China Sea.

"Meeting the IDG folks from other parts of the world left me with at least one lasting impression: I sure am glad these guys are on our side. I'd hate to have to compete against them," said *CW Hong Kong* Editor-in-Chief **Don Tennant**. "And the whole thing would have been worthwhile just to meet the crew from IDG Norway. They make you want to pack up and head for Oslo, just so you could be around people like them all the time."

The CW GPSC will be launching its own newsletter next month to keep *Computerworld* publications around the world up-to-date with the latest activities undertaken on their behalf. For a sample issue, please contact Siri Herud by fax at +47 22 05 30 01 or E-mail S.Herud.

Computerworld

-FROM PAGE 1

pany. For some clients, RTI will take orders, handle credit card authorization, and ship products from local inventory. "RTI focuses on gaining the maximum advantage for its clients at that initial point of contact between buyer and seller," Mikita said. "That means bringing technology and the insight of trained personnel to bear upon that moment."

AUTONOMY PRESERVED

Mikita emphasized that "RTI is a separate business unit," and that there is no intention to fold the groups together such that either one loses its autonomy. As an external acquisition, RTI comes with its own list of clients.

Mikita made it clear that *Computerworld* does not intend to limit the scope of RTI's work, and hopes that RTI will help *CW* "to identify and establish relations with smaller, fast-growing high-tech companies that can't afford to advertise in *Computerworld* now but may be able to with future growth."

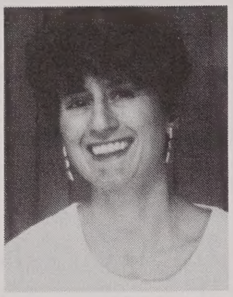
RTI's Chief Operating Officer **Jaye Tyler** reinforces the goals of the acquisition. "As the information superhighway advances and on-line services become increasingly important, RTI is focusing on high-technology markets, and *Computerworld* can help take us there. At the same time, we can offer added benefits and services to *Computerworld's* advertisers."

While RTI will have a very strong external focus, "we think that RTI is a real asset and one that other IDG business units could leverage for mutual advantage," Mikita said. Any IDG business unit interested in learning more about RTI can contact Jaye Tyler or Charles Coleman at 508-997-6206 or Rich Mikita at 508-935-4249.

The Database Division is planning to relocate and has begun negotiating a new space in Natick. RTI will relocate with CWDD when that move occurs, allowing for increased interaction and communication between the two business units.

Noteworthy!

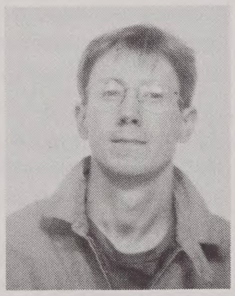
PROMOTIONS



Mangion Infotainment World

Carmen Mangion has been promoted to controller at Infotainment World. Carmen has been with Infotainment World as accounting manager since August 1992. President Patrick Ferrell said, "Carmen has proven to be an invaluable asset to Infotainment World during our incredible growth and development, and this recognition of her outstanding accomplishments, dedication, and hard work is richly deserved."

NEW EMPLOYEES



Guth IDG News Service

Previously business editor for a Japanese software development company, **Rob Guth** is the Tokyo correspondent for IDG News Service covering the Japanese IT industry. Rob graduated from the University of Vermont with a BS in business administration and completed the Japanese studies program at Middlebury College. He is interested in cycling and skiing.

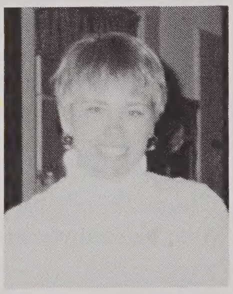
■ ■ ■

IDG Books Worldwide welcomes a trio of new employees. **Kristina Pappas** has signed on as a foreign and subsidiary rights assistant. Before joining IDG, Kristina worked as senior editorial assistant for Wadsworth Publishing Company. She received her BA from Stanford University studying comparative literature, and is currently involved in teaching self-defense classes for women.

Having recently graduated from Stanford University with a BA in English, **Pamela Mourouzis** has been hired as a copy editor. Pamela has worked as a freelance copy editor, and outside the office she enjoys reading, listening to music and working out.

Greg Owensby has been named manager of forecasting and inventory administration for the Indianapolis office. Before coming to IDG, Greg worked for Prentice Hall Computer Publishing in Carmel, Indiana as a senior accountant. He received a BS in accounting from Ball State University and indulges in golf, fishing, running and travelling.

■ ■ ■



Welch Computerworld

Mary Beth Welch has recently joined *Computerworld* as a graphic designer. Mary Beth completed a BFA at Syracuse University in New York. Outside the office she makes time for hiking, swimming and watercolor painting.

■ ■ ■

IDC Investment Research Services heralds the arrival of three new employees. **Lorraine Cosgrove** has joined the division as a research analyst. Lorraine was previously employed by IRI Software as an assistant product manager responsible for software. She attended Bentley College where she earned an AS in management and a BS in marketing, and is currently working toward an MBA in marketing. Her leisure time activities include tennis and skiing.

Garry Vlass will work as group operations coordinator responding to and tracking client inquiries, managing a weekly pro-active mailing, and producing the monthly IRS Research Update. He attended Wentworth Institute of Technology and the Fisher College Evening Business program, and pursues golf, softball and skiing in his free time.

Esmeralda Silva, who has been with IRS since January as a client services associate, has been hired full-time as a research analyst. Esmeralda majored in marketing and earned a BS in business administration from Northeastern University. Her out-of-office interests include skiing, tennis and reading.

■ ■ ■

Cheryl Toffel has signed on at IDC as a report sales representative. Cheryl was previously involved in telemarketing for Data Group Corporation, Rob Intelligence Systems and Corporate Software. She received a certificate in Northeastern University's marketing program, and enjoys sailing and cross-country skiing.

■ ■ ■

A former IDG veteran, **Joyce Chutchian-Ferranti** has joined PC World/Lotus Newsletters as managing editor. Joyce began her IDG career at the *Computerworld* copy desk in 1988, and later worked as senior editor for integration strategies/special projects. She left *Computerworld* to free-lance for six months, and has returned to edit the *1-2-3 for Windows* and *Ami Pro* newsletters.

■ ■ ■

Jeannie Stauffer is a quality assurance engineer for Electronic Marketplace Systems. Jeannie began her IDG tenure in 1991 when she was hired as a test technician for the InfoWorld Test Center. At EMS Jeannie will be responsible for quality assurance data on the PC marketplace.

ETCETERA

Karen Lesko, the New England account executive for Computerworld's Recruitment Advertising section, ran the recent Boston Marathon in three hours and 40 minutes. Calling it a "fantastic experience," Karen said she definitely plans to run again next year. An avid runner, Karen generally logs about 10 miles a day, but until last month had never competed in a marathon. "The first 21 miles went well," said Karen, "but the last five were really tough." The enthusiasm of the crowds lining the course really helped spur her along to the finish, she added.

Chairman's achievers

Ellen Wiedenbauer
Development Specialist
Emerging Technology Applications

Ellen has been with Emerging Technology Applications for two and a half years, and as a development specialist, is involved in developing and updating a wide array of CD-ROM products. She interfaces with six different production and development partners and coordinates all efforts to meet customer deadlines.

Wiedenbauer World Update

The precision and quality of Ellen's work ensures that clients receive timely data on information technology. Although Ellen is frequently immersed in five to eight projects simultaneously, "she doesn't miss a beat," according to ETA President Paul Earl.

Ellen's professionalism brings great benefits to IDG. As Earl noted, "Ellen is a great 'new media' ambassador for IDG in her dealings with various partners and customers; she is a good reflection and implementor of IDG's corporate values."

On top of her hectic schedule at ETA, Ellen is taking "C" programming courses in the evening to improve her technical proficiency and increase her ability to communicate with programmers.

Managers may request a nomination form from the Chairman's Office at fax: 617-859-8642.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by business unit managers to IDG World Update.

ELEVEN YEARS
Wendi Marro - TechMedia Publishing

TEN YEARS
Eirik Gulbrandsen - IDG Norway
Lars Egil Sëtrang - IDG Norway
Anne Marechal - IDG France
Stefan Liba - IDG Germany

EIGHT YEARS
Carol White - PC World

SEVEN YEARS
Louis Wallace - TechMedia Publishing
Lonnie Forbes - Infotainment World
Stewart Alsop - InfoWorld
Julio Attala - IDG Venezuela
Carol Page - IDC

SIX YEARS
Kim Smith - Business Computer Pub.
Judith Schultz - Computerworld
Kyoko Ibi - IDG Japan
Guy Phillips - Macworld UK
Jose Martinez - IDC Brazil

FIVE YEARS
Kim Nash - Computerworld
Jodie Naze - Computerworld
Joyce Chutchian-Ferranti - PC World
Basilio Rodriguez - IDG Spain
Ilona Schenkel - IDG Germany
Brian Clarke - IDC

FOUR YEARS
Margaret McAvenia - IDG
Gunn Felldal - IDG Norway
Ivar Kamsvüg - IDG Norway
Jon Thore Thorstensen - IDG Norway
Jan Davis - InfoWorld
Carla Neumann - InfoWorld
Ruggero Vota - IDG Italy
Camilla Ringqvist - IDG Sweden
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany
Franz Josef Reismann - IDG Germany
Caroline Michel - IDC
Scott McLarnon - IDC
Maria Rodrigues - IDG Brazil

THREE YEARS
Skip MacAskill - Network World
Paula Demeo - IDG
Nilde Meregalli - IDG Italy
Mandie Johnson - Macworld UK
Thierry Pigot - IDG France
Silvia Langford - IDG Germany
Agnes Héjjas - IDG Hungary

TWO YEARS
Tom Wilson - Network World
Lisa Tanner -Computerworld
Linda Follin - Federal Computer Week
James Hammett - InfoWorld
Barbara Ruffner - InfoWorld
Rosa Guerinoni - IDG Italy
Finn Geisler - IDG Denmark
Margitha Brunström - IDG Sweden
Lars-Åke Johansson - IDG Sweden
York von Heimburg - IDG Germany
Rusnita Noor - IDC Singapore
Lim Suk Lee - IDC Singapore
Hajnal Fikó - IDG Hungary
Katalin Zimányi - IDG Hungary
Solange Calvo - IDG Brazil

ONE YEAR
Marleen Patrie - IDG
Bob Norberg - World Expo
Dana Thorat - Network World
Susanna Johnson - Infotainment World
Rick Raymo - Infotainment World
Corbin Collins - IDG Books
Razzel Alquitran - IDG Hong Kong
Midori Yoshimura - IDG Japan
Tamara Dietz - IDC
Michael Ault - IDC
Carol Fountain - InfoWorld
Emese Hargitai - IDG Hungary
Sándor Keizer - IDG Hungary
John Quintero - IDG Venezuela
Andre Cipriani - IDG Brazil
Barbara St. George - IDG World Expo
Christine Burns - Network World
Victoria Martin - Federal Computer Week
Cathryn Kelly - IDG

Off line

Congratulations to all our enthusiastic caption contributors. Winner Bill Strapko will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave.* The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

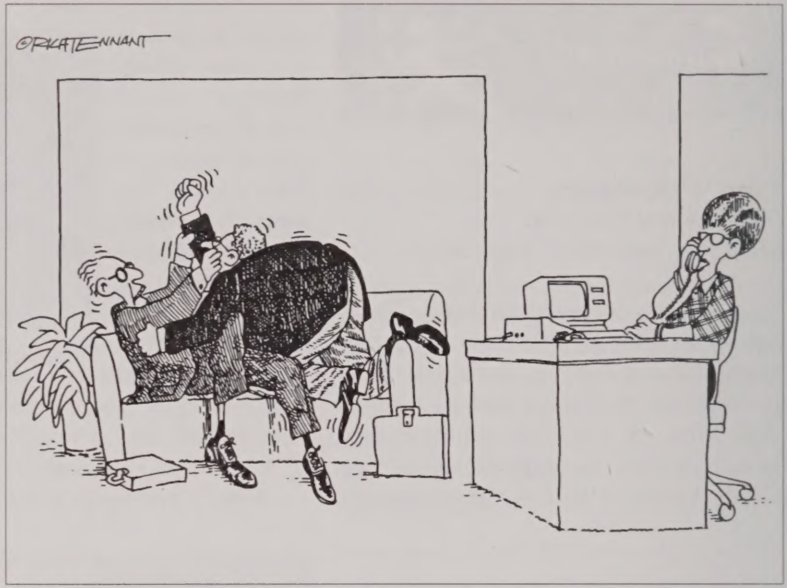
"No, there's been no final decision on who gets the back cover. We're still in negotiations."
— **Peter Holm**, *InfoWorld*

"Mr. Quigley? Two participants in our 'Art of Negotiating' seminar need a refund."
— **Simon Salamon**, LINK Resources

"Frank, are you sure you only have one of those new laptops in stock?"
— **Bill Berghauer**, IDG Information Systems

"Yes, Mr. Brown, our users have almost finished the anti-stress meeting. Would you like a copy of the minutes?"
— **José Luis Becerra**, *Computerworld Mexico*

"Yes, this is Patent Infringement. We specialize in out-of-court settlements."
— **Steve McGill**, *Macworld*



"Sir, your pre- and post-sales representatives are discussing your problem right now."

— **Bill Strapko**, IDC

"Mr. Clyde is here. He says he's unable to disengage from the virtual reality pro-wrestling program."
— **Elana Varon**, *Federal Computer Week*

"There are a couple of guys out here complaining that the product isn't very user friendly."
— **Jeff Symoens**, *InfoWorld*

With customer service at an all-time low, Fred and Bill took their frustrations out on each other.
— **Mike Taylor**, Response Technologies Inc.

IDG *World Update*

PUBLISHER
David F. Hill
617-423-9030
D.Hill

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406
P.Smith P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
L.Ryan

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

Trivia contest lets French employees test their IDG IQ

- PAGE 2

Off site: *CW's* Carl Marchi relishes in digging up the past

- PAGE 4

IDG employees pitch in for a variety of good causes

- PAGES 5-6

IDG *World Update*

VOLUME 24, NUMBER 19

MAY 9, 1994

Network World weighs in with record-breaking issue

Network World made history on two fronts with its May 2 issue. The 154-page folio was the largest ever produced by the company and contained a record 102 pages of advertising.

NETWORK WORLD

THE NEWSWEEKLY OF ENTERPRISE NETWORK COMPUTING

AN INTERNATIONAL DATA GROUP PUBLICATION • VOLUME 11, NUMBER 18 • MAY 2, 1994

NetWare embraces ATM

Novell adopts two-tiered plan for upgrading users' LANs.

Con Ed gets a spark from $25m upgrade

And ATM shall lie down with the LAN

Error cripples vast Notes net

SPECIAL FEATURE

Virtual LANs promise big gains, pose new risks

In addition, the issues distributed at the Interop show last week contained the 52-page Collaboration supplement that first appeared in the April 4 issue, bringing the total folio for the issues distributed at the show to 206 pages. As a result, *Network World* weighed in as the biggest publication on the Interop show floor.

Network World President/Publisher **Colin Ungaro** noted that while the publication's role as one of Interop's co-sponsors has helped, the issue's success "points to the effectiveness of our sales, editorial and circulation teams." NW's seminars, software and books have also helped build brand equity and awareness and, in turn, pulled in more ads, he added.

The May 2 issue represented the first time Dell had ever advertised with the publication, for example, and traditional advertisers also gave NW good backing, he noted. *Network World* also recently added some pre-qualified readers as part of its circulation strategy, and the market is taking notice of *NW*'s ability to deliver higher volume buyers, he said.

More than just representing an impressive trade show issue, the May 2 issue is indicative of *Network World*'s potential growth, Ungaro said. "There's now a broad range of advertisers *Network World* can attract because of the way the market is evolving as stand-alone computing gives way to enterprise network computing. We're in a perfect position to capitalize on that," he said.

The ads in the May 2 issue, from computing to telecommunications, demonstrate that *NW*'s ad base is represented by all the sectors that make up enterprise networking, Ungaro said.

Merchandizing also played a prominent role in pulling in advertising and

- SEE PAGE 2

Marketing, research meeting draws kudos

The annual IDG Marketing and Research Function Meeting, held in Sonoma, Calif., April 17-20, improved on the best features of past sessions and delivered a customer-focused agenda that the more than 50 participants said was the best yet.

Marketing & Research
Annual Meeting '94 IDG

"There are lots of interesting marketing and research efforts going on out there," said IDG Research Manager **Janet King**. "We really got a chance to find out what people are doing and what's available at IDG."

"Our objective for the meeting was for it to not only be a good way to share information internally but to expand our perspective in terms of understanding what the real needs of our customers are," said **Steve Woit**, senior vice president of marketing for *Computerworld*.

Woit co-chaired the meeting with **Kathy Dinneen**, president of IDG Research Services. Both had high praise for

- SEE PAGE 2

IDG France trivia contest promotes communication

IDG World Update

IDC France's Sylvie Merkling was the top winner garnering almost 78% correct answers putting her comfortably in the "good member of the company category."

How many correct answers would you be able to give if you took a quiz containing 74 questions about your business unit's culture, the publishing process, IDG trivia and general computer industry knowledge?

That's the challenge Coordination Manager **Marianne Khoubesserian** posed to her colleagues at IDG and IDC France. As editor-in-chief of *l'écho*, the newsletter for the business unit's 150 employees, Khoubesserian was looking for a fun way to promote inter-department communication. The quiz in the April issue of *l'écho* proved to be an effective way for employees to share information and discover some interesting — not to mention occasionally trivial — facts about their industry.

RATE YOUR IDG IQ

Philippe Monin, editorial director of IDG France, created a rating system for participants to judge their IDG IQ. A condensed version of the scale appears below:

- **0 to 10% correct:** You are a hiring mistake.
- **10% to 30% correct:** You are very new to the company or too shy and should communicate a little more.
- **30% to 60% correct:** You are average.
- **60% to 95% correct:** Congratulations! You are a good member of the company and you know a lot about our activities.
- **95% to 100% correct:** You are a cheater, because it is impossible to have such a good score, so go back to the first category.

The top three respondents of the "IDG Culture" contest earned a lunch with Khoubesserian. The winners were **Sylvie Merkling**, commercial manager at IDC France (77.63% correct); **Florence Delay**, advertising manager of *Reseaux & Telecoms* and **Jean Paitel**, circulation manager for IDG France (73.68% correct). **Gérard Bidal**, director of IDC France, got a special mention for answering the questionnaire via electronic mail.

Meeting

- FROM PAGE 1

the many people involved in organizing the event, including *CW* Director of Marketing **Mary Doyle**, *NW* Marketing Services Manager **Joanne Wittren,** and *InfoWorld* Vice President of Marketing **Betsy Burroughs**, who moderated the agency panel.

Last year agency and advertising representatives appeared together on the same panel, a session that was the highlight of the meeting, and two separate panels were set up this year to devote more time to each group's perspective.

Throughout the meeting there was much discussion about syndicated research and how clients and agencies use it, as well as customized, value-added programs that would benefit customers. One of the guest speakers, Mark Kvamme of CKS Partners, talked about new interactive media technologies and how to apply them to marketing.

Employees gave rave reviews to the first research and marketing expo, a tabletop display filled with samples of promotional and research materials. Another first, a session on panel research, offered the pros and cons of this method of quickly gathering information from readers who represent key segments of the market.

One of the action items from the meeting was the formation of a four-member committee, initiated by Vice President/Director of Research **Gary Rocchio** of *Macworld*, that will put together a set of research guidelines. The intent is to maintain the high quality of IDG research — and thereby reflect positively on all the publications and IDG as a whole — by establishing standards that could be used for planning and evaluating research.

Employees from the two disciplines attended most of the sessions together, dividing into marketing and research groups only on the final morning. "Marketing is a highly cooperative effort between marketing, research and sales," Woit said. "Those artificial barriers really don't apply anymore. We're working together now."

Record-breaking

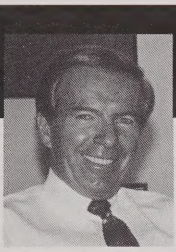
- FROM PAGE 1

gaining *Network World* visibility at Interop. Twenty-four clients who bought a package of ads in three issues, including May 2, were interviewed at the *NW* booth by Ungaro and Contributing Editor Mark Gibbs. The high-level customers had approximately 10 minutes to talk about their products, and the interviews were broadcast live on Interop's convention TV, which could be seen on 75 televisions on the show floor and in 40,000 Las Vegas hotel rooms.

According to Marketing Services Manager **Joanne Wittren**, the interviews generated a lot of inquiries from people who wanted to participate, and she passed along stacks of business cards to *NW* sales reps from clients — current and potential — who wanted to be part of similar promotions in the future.

On line

ASK BILL



IDG Executive Vice President/Finance ***Bill Murphy*** *answers your questions.*

Q Does IDG have a policy on purchased vs. leased property? How much IDG property is actually owned?

A We don't have a formal policy in place although we have purchased property as well as leased. The decentralized nature of our businesses often makes it difficult to put together a space requirement large enough to justify the "anchor tenant" status that dictates the economics of purchase vs. lease.

The following example will give you a sense of how quickly things can change in the real estate area. In 1981, IDG acquired a 50% interest in the property at 5 Speen Street and became the anchor tenant in the building, occupying 50% of the available space. In 1986, our partner, Gerald D. Hines, felt the real estate market had peaked and asked if we would agree to a sale of the building. We sold our 50% interest at a profit of $3 million. That sale was made at a point in time very close to the peak in real estate values in the area. The building later went into foreclosure when the real estate market collapsed and ownership reverted back to the insurance company holding the mortgage. We recently negotiated a lease on the property that brings our occupancy costs back down to a rate close to what we paid in 1983, and we again have a purchase option on the building.

IDG also acquired the Computerworld building in Framingham in 1979. The property has been substantially upgraded and is on the periphery of the new $400 million Shopper's World [shopping center] which is under construction and which makes the CW property a very valuable site.

So although we don't have a formal policy, we have in the past and continue to look at property acquisition when it can be economically justified.

Q Although IDG is very decentralized, there are a few areas in which centralized services are available, i.e. paper buying with David Sanders and telecomm support with Jane Creighton. Are there other such centralized services that business units can take advantage of?

A We also have IDG Communications List Services which is headed up by Deb Goldstein and provides list rental services to IDG publications. Kathy Dinneen heads up IDG Communications Research which provides extensive research to the publications including readership surveys and apperception studies. Both of these units provide their services on a quoted fee basis.

There are other specialized functions such as the Corporate Tax Department under Jayne Enos which handles all local, state and federal tax filings for the various business units. In Jayne's group, Miriam Karlin is responsible for the worldwide registration and maintenance of all our trademarks as well as overseeing the use of outside legal counsel. The costs of these activities are included in the IDG allocation to the business units. We have the Marketing Services Division of IDG under Kelly Conlin whose charter is to substantially increase the amount of business our U.S. publications do with our top 50 U.S. clients. Within MSD there is the International Marketing Services group which sells U.S. clients into our foreign publications.

Q Given the emphasis IDG places on decentralization, it is easy to see why we have almost a dozen separate locations in the Boston-Framingham area alone. However, I would assume there would be large economies of scale to be realized by having all these business units located in one place — purchase of a building vs. rents, negotiated volume discounts on everything from telephone contracts to maintenance contracts, as well as "quality of life" enhancements that could be justified with a larger employee population such as an on-site cafeteria, exercise/shower facilities, on-site day care (or negotiated near-site discounts), etc. Has this ever been discussed at the Corporate Support Center?

A This has been discussed and the decentralized nature of our business units really does not lend itself to consolidating in one facility. Beyond that, there are many other factors such as availability of space, relocation problems, commuting distance, liability issues relating to a day care facility, etc.

We have not received feedback from employees indicating a desire to consolidate facilities; we do hear that employees want an on-site cafeteria and shower/exercise facilities. In those buildings where there is adequate space and where we would not be in violation of building codes, we have provided facilities. As to day care, we have tried for several years in the Framingham area to combine with other companies to support a day care facility. Unfortunately, due to the recession and other factors we were unable to get a commitment from all parties.

Human Resources does provide assistance with locating day care providers as well as negotiating whenever possible for discounted rates at day care facilities.

Q In May of 1993, you listed the breakdown of revenues from the principal operating groups for fiscal 1992 as follows: Publishing: 83%; Market Research: 9%; Books: 1%; Training: 2%; and Expositions: 5%. Can you give us a similar breakdown for fiscal 1993?

A The breakdown for FY93 is as follows: Publishing: 80%; Market Research: 8%; IDG Books: 4%; Training: 3%; and Expositions: 5%.

Off-site

Computerworld's Carl Marchi digs up his own roots

When *Computer-world* Production Assistant **Carl Marchi** set out to learn more about his maternal great-grandmother, knowing only that she was a Polish-Russian war orphan born in the early 19th century, it spurred a three-year investigation into his family tree and an interest in tracing genealogies that now consumes much of his free time.

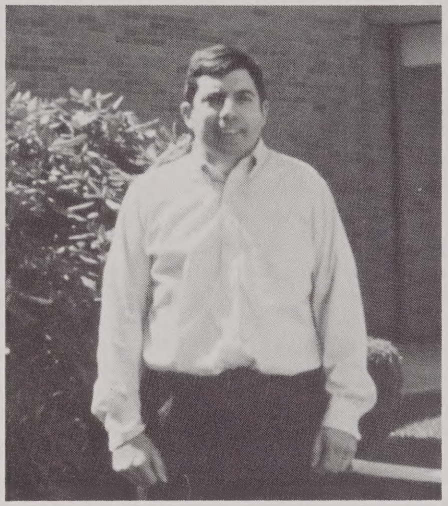
"When I was very young I met my great-grandmother. When I got older, I asked my grandfather to tell me more about her," Carl recalled.

Having remembered such specific details as his great-grandmother's cane and the sound of her voice, at an age when memory is thought to be in its formative stage, Carl wondered if he had imagined these meetings. But through conversations with relatives such as his great-aunt, who recently turned 90, his doubts have been dissolved.

RECONSTRUCTING HISTORY

In 1989 Carl began combining the information his grandfather was able to share with him, extensive research and his own informed assessment of history at that time to construct an abstract timeline of Caterina Cavedaschi's life. Born in Prussia in the late 1800s, Caterina was orphaned as a small child. She met John Labadini in the streets of Berlin and they were married in Italy. In the early 1900s Caterina and John moved to the U.S. where she died in 1959.

Completing a family history is an extremely time-consuming task. For Carl, each genealogy requires an average of one year of investigation and taps the resources of town halls, churches, national archives and the Mormon Genealogical Library. Carl begins tracing records at town halls and churches in an effort to locate birth and death certificates, baptismal, confirmation and marriage records. When Carl is looking for information on ancestors born in Europe he must write requests for documentation in the native language of their countries of birth. There is some standardized terminology, but Carl has gained a working knowledge of a few languages including Italian and German.



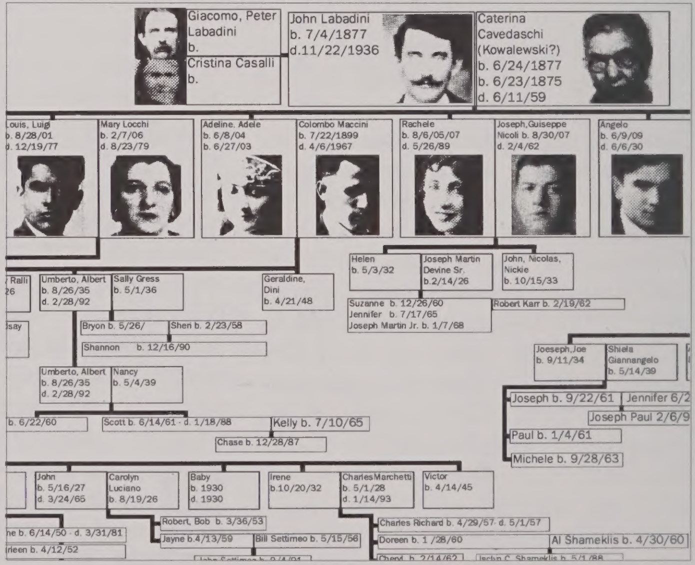
World Update

Carl Marchi's interest in genealogies began at age three when he met his great-grandmother.

The sound library of the National Archives in Waltham, Mass., provides genealogists with a valuable tool. Because the spelling of names has changed so drastically through the years, the archives code names by sound, not spelling. From the sound code, Carl can obtain census records and access to arrival papers, declarations of intent and petitions for citizenship. Although some branches of the family tree have not yet been uncovered, Carl has traced five generations and close to 200 members of his mother's family from Europe and the U.S. Carl's father is currently lobbying for a genealogy of the other side of the family.

Other *Computerworld* employees have benefitted from Carl's sleuthing skills. He spent a year tracing Classified Operations Director **Cindy Delany**'s family tree in Warren, Vt., and performed initial searches for relatives of Rights and Permissions Manager **Sharon Bryant** and Circulation Assistant **Anita Trembley**.

Carl has completed 20 pages of a summary detailing the findings of his search for his roots and eventually plans to publish it. He says that genealogy is a suitable interest for "anyone who enjoys the adventure of mystery and is interested in where their ancestors came from and what was happening in the world at that time." But he makes it clear that one must have patience for retracing the same paths, because, he says, "...with all the research I have done, I have not come up with anything except more questions. Instead of finding myself at the end of my journey, I find myself back at the beginning."


Giacomo, Peter Labadini b.
Cristina Casalli b.
John Labadini b. 7/4/1877 d.11/22/1936
Caterina Cavedaschi (Kowalewski?) b. 6/24/1877 b. 6/23/1875 d. 6/11/59
Louis, Luigi b. 8/28/01 d. 12/19/77
Mary Locchi b. 2/7/06 d. 8/23/79
Adeline. Adele b. 6/8/04 b. 6/27/03
Colombo Maccini b. 7/22/1899 d. 4/6/1967
Rachele b. 8/6/05/07 d. 5/26/89
Joseph, Guiseppe Nicoli b. 8/30/07 d. 2/4/62
Angelo b. 6/9/09 d. 6/6/30
Helen b. 5/3/32
Joseph Martin Devine Sr. b.2/14/26
John, Nicolas, Nickie b. 10/15/33
Ralli
26
Umberto, Albert b. 8/26/35 d. 2/28/92
Sally Gress b. 5/1/36
Geraldine, Dini b. 4/21/48
Suzanne b. 12/26/60
Jennifer b. 7/17/65
Joseph Martin Jr. b. 1/7/68
Robert Karr b. 2/19/62
say
Bryon b. 5/26/
Shen b. 2/23/58
Shannon b. 12/16/90
Joeseph, Joe b. 9/11/34
Shiela Giannangelo b. 5/14/39
Umberto, Albert b. 8/26/35 d. 2/28/92
Nancy b. 5/4/39
Joseph b. 9/22/61
Jennifer 6/2
Joseph Paul 2/6/9
b. 6/22/60
Scott b. 6/14/61 - d. 1/18/88
Kelly b. 7/10/65
Chase b. 12/28/87
Paul b. 1/4/61
Michele b. 9/28/63
John b. 5/16/27 d. 3/24/65
Carolyn Luciano b. 8/19/26
Baby b. 1930 d. 1930
Irene b.10/20/32
Charles Marchetti b. 5/1/28 d. 1/14/93
Victor b. 4/14/45
Robert, Bob b. 3/36/53
ne b. 6/14/50 - d. 3/31/81
Jayne b.4/13/59
Bill Settimeo b. 5/15/56
Charles Richard b. 4/29/57 d. 5/1/57
Doreen b. 1 /28/60
Al Shameklis b. 4/30/60
rleen b. 4/12/52

A fragment of the Labadini family genealogy that Carl has spent three years compiling. His great-grandmother, Caterina, appears at the top right.

IDG Job Opportunities Update

Monday, May 9, 1994

EDITORIAL ASSISTANT (IDG/IPS)

The successful candidate will be responsible for editorial and administrative functions that support IDG's daily electronic news service. Duties will include retrieving copy from overseas correspondents and IDG publications worldwide, organizing and maintaining News Service databases and library resources and event planning. Individual will also be responsible for spot news writing and editing assignments. Journalism training and/or some professional experience is required. Interest in computers and electronic publishing preferred.

DIRECTOR, CORPORATE COMMUNICATIONS (WEC)

The individual in this position will be responsible for public relations and marketing communications. Candidate will work with the Show Manager to develop show specific marketing strategy and tactics. Responsibilities also include public relations and liaison support for the International Shows. Candidate will develop new communications programs. Public relations industry agency experience is essential.

SALES ASSISTANT - WEST COAST (NW)

Ideal candidate will report to three Regional Account Managers and be responsible for providing all aspects of sales support. Duties will include customer contact, correspondence, mailings, database management and phone coverage. 2-3 years experience working in a sales environment required. Macintosh skills are necessary. Presentation application knowledge a plus.

TELEMARKETING MANAGER (RTI)

The successful candidate will manage all telecom and telemarketing services. Individual will interface with clients as telemarketing specialist and provide comprehensive call analysis and reports. Responsibilities will also include project design, scripting/database, supervision/billing and project schedule. Candidate will prepare cost models, budgets and P & L reports. Additional duties will be to research new technology and new equipment. 5+ years telemarketing/call center management experience, plus ACD knowledge required. Experience with Hi-Tech accounts preferred.

ASSOCIATE EDITOR (IW)

Candidate must have at least three years employment as an editor for a computer or related technical publication. Strong technical editing and project management skills are required. Knowledge of applications development and databases is necessary.

TEST ANALYST (IW)

The ideal candidate must possess strong problem-solving skills and be able to produce clear, detailed written reports of test results. A minimum of two years employment as a personal computer technician, integrator, or support person required. Individual must be able to meet deadlines and work daily with editors and test developers to complete product evaluations. Experience with PC-based text and graphics applications preferred.

INVENTORY SPECIALIST (IW)

Candidate will track all hardware used in the InfoWorld Test Center. Individual will pack and ship products evaluated by the Test Center back to the vendors. Must be very organized and able to lift heavy objects. Experience with PC hardware and software preferred.

PART-TIME PC SUPPORT ASSISTANT (IW)

The PC Support Assistant will work with the PC Support Manager and PC Support Specialists to provide professional and efficient services to InfoWorld's end users. Responsibilities include general IS administrative duties, shipping & receiving for the department, assisting with daily LAN backups and maintaining PC support databases. Excellent interpersonal and problem solving skills are necessary. Strong DOS, Windows & Macintosh skills are essential. (20 hours per week).

DIRECTOR OF TELESALES OPERATIONS (MAC)

The ideal candidate for this position will establish and direct strategy to meet overall sales goals. Individual will increase revenue via tele-sales operations while increasing overall customer satisfaction. 10+ years sales experience required. Management experience is necessary. Publishing experience and knowledge of TOM training a plus.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette Piper Fowler	(508)935-4605 (508)935-4796
FCW/IDC Gov't/WEC/ LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/ Publish/Advanced Systems	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611

IDG Job Opportunities Update

May 9, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Assistant Credit Manager	Framingham, MA	P. Fowler	(508)935-4796
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Assistant	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Staff Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Assistant	IDG Research Serv. ,Natick, MA	M. Cornetta	(508)935-4734
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Editorial Assistant	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	Assistant News Editor	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Graphic Design Specialist	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2)ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NW	Senior Editor	San Francisco, CA	M. Cornetta	(508)935-4734
NW	Marketing Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, PC Connectivity	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Research	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Systems Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	New Products Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CWI	Senior Editor, Networking	Framingham, MA	S. Perry	(508)820-8160
RTI	Telemarketing Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
RTI	Account Executive	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Business Development Mgr.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	P/T PC Support Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Inventory Specialist	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

May 9, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Software Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Associate Editor (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Analyst (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Researcher	San Mateo, CA	L. Schmid	(415)312-0669
IW	Fluegelman Internship	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	VP, Marketing	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Senior Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	Natick, MA	E. Sanderson	(508)820-0440
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant Reviews Editor	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Account Manager	San Francisco,CA	B. Carrigan	(415)974-7405
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
PCW	Associate Editor	San Francisco,CA	O. Linderholm	(415)978-3225
MAC	Director, Telesales Operations	San Francisco, CA	S. dolan	(415)978-3159
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Assistant Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)267-1722
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Designer	San Mateo, CA	K. Marty	(415)286-2573
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518
IFTW	A/P A/R Clerk	San Mateo, CA	C. Mangion	(415)286-2545

IDG's John Kelley serves time for a good cause

When **John Kelley** of IDG's Office Services department was hauled off to a makeshift "jail" set up at a local radio station recently, employees at 5 Speen Street in Framingham were quick to come to his rescue and raise the $500 bail necessary to secure his release.

The Lock-Up was part of a fundraising effort sponsored by the Central Massachusetts Chapter of the Muscular Dystrophy Association (MDA) in conjunction with local Framingham radio station WKOX.

A volunteer "police officer" arrived at John's office, arrested him and hauled him off to the radio station where he was given a telephone and one hour to make bail. Generous fellow employees did not fail him, and John quickly raised $578, which will be matched by IDG.

According to Kevin Gould, district director for the Central Mass. chapter of the MDA, a total of $7,300 was pledged during the one-day event. The money will be used locally to fund research, provide patient services to the 500 area residents served by the chapter and underwrite the cost of sending local children with muscular dystrophy to summer camp.

"I'd just like to thank all the people at 5 Speen St. who helped spring me," said the grateful ex-con, whose record will be wiped clean in exchange for the generous contributions of IDG employees to MDA.

Kelly Lynch

John Kelley gets hauled off to "jail" with a little help from Senior Credit Analyst Jim Falanga (r) and friend.

IDC runners put in marathon effort to collect for cancer research

In addition to the sense of personal satisfaction that accompanies the completion of a 26.2-mile marathon, two IDC runners racked up almost 4,000 additional reasons to be proud of their performance in this year's Boston Marathon. **Chris Whelan**, marketing communications manager, and **Susan Frankle**, manager, Client/Server Research, joined close to 300 fellow runners in the Dana-Farber Marathon Challenge, which raises money to fund basic cancer research.

In exchange for an official entry number, each participant pledges to raise a minimum of $1,000 for the fund. Susan and Chris set up shop in the IDC cafeteria one afternoon, and within just over an hour, had collected close to $2,600 in pledges from their "amazingly generous colleagues," according to Chris. The company will match up to $1,000 of that total.

Chris and Susan, who began training for this event back in December, ran the first 14 miles together, cheered on in Framingham by a group of 25 IDC-ers who joined the throngs lining the marathon route.

"After that we split up," said Susan who completed the marathon — her first — in 4 hours 17 minutes. Chris, running in his second marathon, finished in 3 hours and 58 minutes.

"It was a fantastic experience," Susan said, "the crowd was incredibly supportive, and they were with us every step of the way."

GO CHRIS
GO SUSAN

World Update

Susan Frankle and Chris Whelan display the signs colleagues held up to encourage them as they ran the 26.2 miles from Hopkinton to Boston.

Chairman's achievers

Digital Executive Program Team
IDG World Expo

IDG World Expo began its alliance with Digital's Executive Programs in February 1992. From September 1993 to March 1994, a particularly hectic period, the team supported 81 events for Digital in the U.S. and abroad.

For customers, these included seminars on client/server computing, linking education reform with technology and executive breakfasts on business re-engineering. For DEC employees, the sessions ranged from seminars focusing on the travel and transportation industries to DEC's worldwide sales and marketing convention.

The DEC Executive Program Team is responsible for overall program management, invitations, event registration, confirmation, attendee reporting, badge generation, hotel rooming list management, welcome packets, on-site support and program evaluations.

"The team's dedication, hard work, attention to detail and superior customer service has been reflected in the success of the events they supported," said DEC Executive Program Supervisor **Lisa Stein**.

digital
DIGITAL & WINDOWS

Members of World Expo's hard-working Digital Executive Program Team include (l-r): Lisa Stein, Cindy Barnes, Stacy Sinks, Christine Durant, Marli Hoyt, Russ Whinnem and Tina Gill (now working with David Brandin).

CW volleyball team raises $1,200 for Easter Seals

Computerworld was the name and volleyball was the game for six employees who participated in the Easter Seal Society's annual tournament to benefit children and adults with physical disabilities.

The team played three half-hour matches last month against co-ed teams from other Framingham-area companies. With generous contributions from colleagues, friends and relatives, as well as *CW*'s payment of the entry fee and the IDG matching gift program, the group raised more than $1,200 to benefit Easter Seals.

World Update

Participating on the *Computerworld* volleyball team were (l-r): Paula Wright, Lisa Tanner, Gail Johnston, Carolyn Novak and Sue Thaxter. Not pictured is Peggy Hennessy.

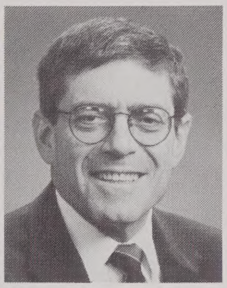
Just the fax...

The IDC Asia/Pacific Research Center has a new fax number. The new number is +852-537-4031.

Noteworthy !

PROMOTIONS

David Brandin has been named executive vice president at IDG World Expo. David will direct the ComNet family of shows in the U.S., Europe, Asia and Latin America including the upcoming ComNet Prague and the Information Superhighway Summit.



Brandin

World Expo

"David is one of the key architects of World Expo's worldwide expansion," said World Expo President Ken Kaplan. "Under his leadership, our ComNet brand will reach all major worldwide markets. His experience, knowledge and passion for our industry have already substantially contributed to World Expo's growth."

As a founding director and later senior vice president of Interop, David developed all of the company's conference programs through 1993 and launched its international operations. He has served as vice president and director of computer science at SRI International, president of the association for Computing Machinery, and co-authored *The Technology War*, J. Wiley & Sons, NY, 1987.

NEW EMPLOYEES

Having worked as a temporary employee in the operations department of IDG Books Worldwide since November 1993, **Helen Saraceni** has been hired as administrative assistant to vice president of international sales Brandon Nordin. Before joining IDG Helen was a purchasing analyst for Taco Bell Corporation in San Mateo, Calif. Helen attended the Pitkin Vocational School to become an electronics technician and attended the McKinnon School of Massage. She is now a certified massage therapist and an avid country western and ballroom dancer.

Kathy Cox is project editor for IDG Books in Indianapolis. She was previously assistant director, program communications for the Indiana University School of Medicine's Medical Educational Resources Program. She earned both her BA and MA in journalism from Ohio State University in Columbus and serves on the Board of Education, Archdiocese of Indianapolis. A faithful football fan, Kathy is a Cleveland Browns season ticket holder and a ballroom dancing enthusiast.

■ ■ ■

Shawne Burke Pecar has been named circulation director for *PC World*. Shawne was previously circulation director for *Parenting Magazine*, a division of Time Warner, Inc. She will oversee the work of the circulation department including subscriber promotions, newsstand fulfillment, list rentals and rate base management. Shawne earned a BS in biology from St. Lawrence University and counts tennis, bicycling and sailing among her interests.

Pecar

Julie Dunn

Advertising Information Assistant **Jon Friesch** is another addition to *PC World's* staff. After graduating from the University of Wisconsin in Madison with a degree in advertising and political science, Jon worked as a publicity assistant for L'Estrange Associates.

■ ■ ■

InfoWorld has three new employees. **Donnie Burke** has been hired as editorial products administrator. Donnie attended Florissant Valley Community College where he studied the administration of justice and physical education, and the University of Nebraska where he pursued criminal law and the administration of justice. Donnie coaches weekend basketball development clinics for teenagers.

Diane Mehta is an associate reviews editor for the testing and reviews department. Diane worked as a freelance editor after moving to San Francisco last summer. She earned a BA in English from Union College and a MA in English from Boston University. In her spare time she likes to read, write and explore new places.

Mehta

Karen Mitchell joins *InfoWorld* as a copy editor. Karen worked for Ziff-Davis for six years and most recently worked with a San Francisco-based author writing fan mail replies. She studied English literature and creative writing at St. Mary's College in Notre Dame, Ind.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by business unit managers to IDG World Update.

FOURTEEN YEARS

Robert Wescott - Computerworld
Sinval Silva - IDG Brazil
Karen Weston - IDC
Christian Mahler - IDG Germany

TWELVE YEARS

Arline Clements - IDC Government

EIGHT YEARS

Agnes Jouhannel - IDG France

FIVE YEARS

Clarisse Burger - IDG France

FOUR YEARS

Donna Vieraitis - InfoWorld

THREE YEARS

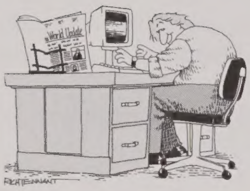
Raimundo Rocha - IDG Brazil
Marc Mikulich - IDG Books
Rob Rubright - IDG Books
Christer Björkin - IDG Sweden
Sandrine Garcia - IDG France

TWO YEARS

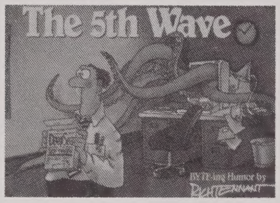
Masato Tsuchiya - IDG Japan

Off line

Win Your Own



or

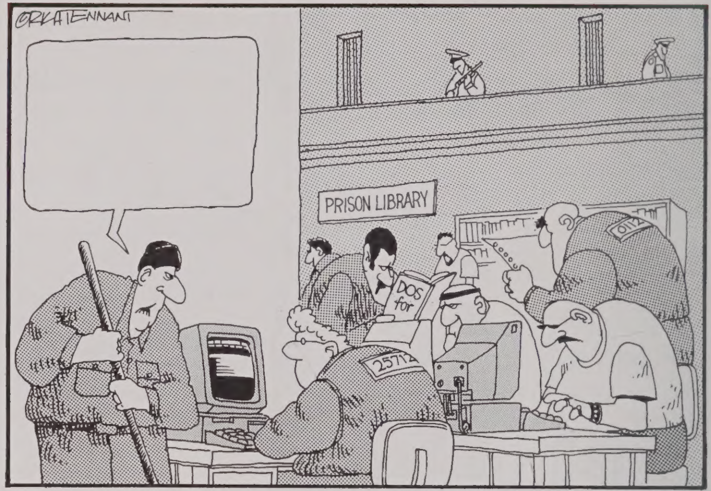


Off line T-Shirt ***5th Wave* cartoons**

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 7. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave.* Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith, P.Winn or S.Noyes.

Have fun!



IDG World Update

PUBLISHER
David F. Hill
617-423-9030
E.mail: D.Hill

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406
E.mail: P.Smith E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.mail:L.Ryan

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

Macwelt assumes leadership role in German market
- PAGE 2

European managers trade "Great Ideas"
- PAGE 4

New feature highlights Corporate Values in action
- PAGE 8

IDG *World Update*

VOLUME 24, NUMBER 20 MAY 16, 1994

European managers tie strong performance to improving economy

World Update

Attendees at the recent European Managers Meeting continued informal discussions during a relaxing dinner at one of Warsaw's finest restaurants. From left: IDG Chairman Pat McGovern; István Bíró, IDG Hungary; Kelly Conlin, MSD; Kazimierz Szot, IDG Poland; Preben Engell, IDG Denmark; Judith Bíró; Birthe Engell; and Tatiana Hinova, Bulgaria.

Economic conditions across Europe are improving more rapidly than expected, and IDG business units are the beneficiaries. That was the consensus of IDG European business unit heads at their recent spring meeting held in Warsaw, Poland.

The improving conditions were underlined by Vice President of Financial Analysis **Susan Petrie** when she presented half-year financial results to the gathering. All but one IDG publishing unit in Europe were ahead of financial plan at the half-year mark.

"We are really encouraged by what

-SEE PAGE 5

IDG Books hosts birthday bash to celebrate 4 years

Guests at IDG Books' birthday celebration were treated to a sumptuous buffet.

As one of the fastest-growing publishers of computer-related books in the world, IDG Books Worldwide had much to celebrate at its recent fourth birthday bash.

Held at the Kohl Mansion in Burlingame, Calif., the party brought to-

-SEE PAGE 6

In brief

Macwelt wrests No. 1 spot from competitor

Macwelt became Germany's market leader in total circulation for the first time this past quarter (Jan.-March) with 37,187 copies sold, ousting *MacUp* (36,451 copies) from its long-time No.1 position.

MACWELT

While *Macwelt* had an 18% gain in circulation over just three months, *PC Welt* logged a circulation increase of 10%. With a circulation of 216,021, *PC Welt* moved up another step in Germany's Top 10 list of bestselling PC magazines, now second behind Data Becker's *PC Praxis* (222,217 copies).

The positive circulation trends of the two publications are having a favorable impact on advertising. *Macwelt* sold more than 80 additional pages (262.9 total) compared with the same quarter last year, while *PC Welt* gained just under 80 pages (almost 438 total). According to Publisher **York von Heimburg**, these developments are the result of a consistent marketing strategy geared to the needs of both readers and advertisers.

Amiga World renews commitment to market despite Commodore's demise

AmigaWorld has pledged to reaffirm and expand its commitment to the Amiga market in the wake of Commodore Business Machine's announcement last month that it is going out of business.

AMIGA WORLD

MASTER VIDEO!

10 Edit Systems For Your Amiga

"We believe there are sound reasons to remain in the Amiga market — namely, an installed base of five million Amiga computers worldwide; a dedicated *AmigaWorld* readership of loyal, enthusiastic users; and an innovative, proactive group of third-party developers," said *AmigaWorld* Editor-in-Chief **Daniel Sullivan**.

The technology will survive the liquidation of Commodore through licensing agreements with interested third parties, of which there appear to be many, he added. "This is an excellent opportunity for the Amiga community to set a direction for further development that Commodore has not been able to provide. *AmigaWorld* can serve as a facilitator, linking readers looking for product information and developers who need to know what users want."

AmigaWorld plans an even greater level of customer service by providing up-to-date market coverage for readers and strong customer service through such means as phone support and information about developments through the *AmigaWorld* areas on several of the major commercial on-line networks.

IDG, Ziff-Davis plan fundraising challenge for AIDS pledge walk

For the fourth consecutive year IDG will serve as a corporate sponsor of the From All Walks of Life AIDS pledge walk, scheduled for Sunday June 5 in Boston. Team captains at each business unit can provide pledge sheets, buttons, T-shirts and answers to any questions you may have regarding the walk. IDG's team number is 113 and walkers using pledge sheets received in the mail should indicate they are part of the IDG team by filling in the number 113 on their sheets.

The AIDS Action Committee will pre-register IDG walkers on Friday June 3 at 5 Speen Street in Framingham in the Sullivan Boardroom at 3:30 p.m.

For the third year, IDG and Ziff Communications will challenge one another to see which company can raise the most money. IDG has won both past challenges, so please plan to join the IDG walkers to raise money for this important cause and help keep IDG's streak going. A bus will provide transportation from 5 Speen St. to the Boston Common on the morning of the walk.

Further questions can be addressed to the individual team captains or **Nicole Kassel** at 617-534-1228.

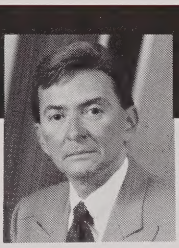
Business Unit/Location	Team Captain
IDC	Madeleine Spencer
IDG/Boston	Nicole Kassel
IDG/5 Speen Street	Sally Reinfeld
IMS	Marsha Acquafresca
CIO	Christine McCarron
Computerworld	Patty White
ETA	Colleen Hurley
IPS	Maureen Page-Preble
Network World	Scott Finlay
4 Chrysler Road	Ellen Sanderson
77 Franklin Street	Linda Belding
IDG World Expo	Rachel Winett

Correction

The article about Portugal's first IT catalog in the April 25 issue of *World Update* mistakenly cited the publisher as Socedite, Sociedade Editorial. *The National Catalog of Computer-related and Communications Products* is produced by another IDG licensee, CMB 10 — Publicaçoes e Servicços, publisher of *MacIn.*

On line

ASK WALTER



Q Are there any books or authors that you would recommend to people interested in honing management skills?

A This is a really tough question as I find most management books overrated and underdeveloped.

I would always go for the "name brand" if I were selecting a publication on a particular subject and/or discipline such as production or circulation. The "name brand" would be a book written by a specialist whose background and achievements are readily apparent by reading his or her biography.

When you get into the area of general management it gets a lot trickier as many of the authors are such individualists that their successes have been bred as much by their uniqueness as by their "message." After reading a few of these I gave some thought to what would have happened had I tried to institute some of their concepts at IDG and came to the conclusion that "The Night of the Walking Dead" would have been more welcome.

That is not to say that there are not a lot of good ideas to be gleaned by reading this literature, but I would certainly be careful about taking any of it as the "right way" to do things.

Overall, I suspect that a regular diet of *The Wall Street Journal*, *Fortune* and *The New York Times* gives one a better overview of what is expected of management and what it takes to be a successful manager. This coupled with internal IDG training and outside courses would be my best bet.

Q The annual Publishing Institute must represent a sizeable investment in training. What, if anything, does IDG do to ensure that the 15 or so people who attend the PI each year remain with the company?

A All of the training programs at IDG, including the Publishing Institute, do indeed represent a huge investment in our most valuable resource, our people.

The career progress of all of the participants in our Publishing Institute program is carefully tracked by both business unit presidents and by Human Resources. And through this procedure we are always very much aware of these people in terms of possible promotions or other career advancement moves that might become available within the company.

To date, our record in maintaining these former PI attendees as IDG employees is rather remarkable as are the number of promotions achieved by this group.

Q In January you said one of your goals for this year was the establishment of MSD/Europe. What progress has been made in that area to date?

A I'm very happy to report that we are making very good progress toward the establishment of MSD/ Europe with all thanks to Preben Engell and Kelly Conlin. Both Preben and Kelly have been spending a great deal of time and energy on this important project and just recently gave us all an update at the European Managers Meeting in Warsaw.

They have been interviewing candidates to head up MSD/E and hope to make a final selection in the very near future. They are also very far along in terms of structuring the new organization as well as working with the European managers to establish a board of directors (to be selected from that group) for MSD/E.

I would guess that we should at least have some semblance of an organization in place in advance of the fall selling season.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International Publishing Services, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

____

____

____

____

European managers share winning strategies

Building on the success of the "Great Ideas" sessions held at the last few Worldwide Managers Meetings, a similar session was held at the European Managers Meeting in Warsaw earlier this month. Here are some of the latest great ideas:

BULGARIA

In June, IDG Bulgaria will launch the country's first mobile computing buyers' guide.The guide, covering telephones and other mobile computing products, will also be inserted in the country's largest daily newspaper. The project has brought a whole new set of advertisers into the company.

— **Tatiana Hinova**, managing director

CZECH REPUBLIC

A TV program done by IDG in 1991-92 was a great promotion but was not financially successful. The company is now in negotiations with NOVA, a new national TV network, to produce a 15-minute show starting in September that will be profitable and provide good public relations.

— **Viteszlav Jelinek**, managing director

FINLAND

We borrowed an idea from *PC World* U.S. and did a special issue on the small office/home office market, informing readers and advertisers far in advance. Subscribers were told they would receive a free extra issue, and advertisers were informed the issue would reach an extra 20,000 readers. The issue was a great success.

— **Ulla Takala**, director of data publications

FRANCE

IDG France is launching a daily service about IT on the country's videotext system that reaches six million homes. There are no subscriptions to sell, and users will pay 330 francs (US $61) per hour for access. There is also a fax capacity attached to the system so readers can order a hard copy for an additional charge. The service, using the *Le Monde Informatique* trademark, will beta test in June and launch in September.

— **Francois X. Chaussonniere**, managing director

HUNGARY

In every issue of *PC World Hungary* there is a faxback form to obtain reader feedback, however, the volume of incoming faxes was so great that IDG Hungary could not analyze them. We developed a program using a scanner and database program that quickly compiles the results of forms faxed back. IDG Hungary will be pleased to share the technology with any other IDG company.

— **István Bíró**, general manager

ITALY

IDG Italy has developed a new kind of telecom expo in partnership with IDC. The expo is being done at no financial risk and marries the strengths of IDG and IDC. Companies were found to sponsor the expo, paying all logistical costs. Sponsors also paid for all promotion. Sponsors were also recruited to pay for and promote the 40 seminars done in conjunction with the expo. Finally, attendees bought separate tickets for the show and the seminars, producing additional revenue.

— **Brunello Bossi**, managing director

NORWAY

Looking for a way to begin reaching the home market, IDG Norway last November launched the first issue of *Computerworld Privat*. *Computerworld* was chosen rather than the more consumer-oriented *PC World* because the newspaper style is cheaper to produce. Addresses of 150,000 homes with the proper demographic profile were obtained from the post office. The second issue has just been produced at a good profit. A particular success of the project is that it brought a whole new set of advertisers to IDG.

— **Morten Hansen**, general manager

POLAND

IDG Poland this year is producing a series of nine *Computerworld* special reports on specific subjects. The reports will add 250 ad pages and 20% to the bottom line in 1994.

— **Kazimierz Szot**, general manager

ROMANIA

A big problem in Romania is that the mail system is undependable. IDG Romania located a computer shop in each of 30 Romanian states that was willing to act as subscription agent. If they exceed 500 subscriptions per month they are named the exclusive *CW* distributor in that state. *Computerworld* publishes a list of all the shops where readers can get their subscription, giving the shops a free ad. Now 60% of subscriptions are going through this channel.

— **Mihaela Gorodcov**, general manager

RUSSIA

IDG publications had a growing bad debt problem. Starting in January all advertising except that coming from the largest companies had to be paid in advance. It took a couple of months to get going, but now companies bring in a check along with the ad films.

— **Boris Antoniuk**, chairman

SLOVENIA

Monitor magazine has always paid extra attention to design. Now the publication is planning an art exhibition that will

IDG *World Update*'s

Local Loop

Beginning next month, the *IDG World Update* will reinstitute the *Local Loop*, a one-page monthly insert circulated to all U.S. business units that will carry employee classified advertisements. Initially the categories will include items for sale or rent, wanted to buy and services.

Ads should include the following information:
- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

In addition, there has been much interest in having a place for employees to announce weddings and births or adoptions. Information regarding these events may also be submitted for publication in the *Local Loop*.

Information may be submitted directly to the editors of the *IDG World Update*

via mail:
IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

or fax:
617-423-0712

or phone:
617-423-9030

Please include the following in the next edition of the *Local Loop*:

(Please circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

____

____

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

— Sample classifieds on the reverse —

Send your ads in by June7 in order for them to appear in the June 13 issue!

Sample Classifieds

(just for fun!)

Please include the following in the next edition of the Local Loop:
(Please circle one) For sale, for rent, [✓ wanted to buy], service, marriage or birth announcement
Is your Stairmaster or Nordic trak gathering
dust in the basement? I'll take it! Doesn't have
to be the latest model, just something that
still works well.
Your name: Bruce Jenner Business unit: PC World Tel: 555-7722
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the Local Loop:
(Please circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement
FREE to good home: Five adorable calico kittens
born on March 28 in San Mateo are ready to
be adopted. Playful, lovable, irresistible!
Your name: Sheryl Merchant Business unit: IMS Tel: 555-0650
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the Local Loop:
(Please circle one) For sale, for rent, wanted to buy, service, [✓ marriage] or birth announcement
Roger Hecht and Liz Tinsley Hecht (IDG PR Service),
April 30, 1994.
Your name: Liz Tinsley Business unit: PR Service Tel: 555-3743
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the *Local Loop*:
(Please circle one) [✓ For sale], for rent, wanted to buy, service, marriage or birth announcement
1970 DeLorean touring car, fire engine red.
27,000 miles - only used to drive to and from
Yankee Stadium, and on the set of Back to
the Future. Asking $20,000 or best offer.
Your name: Reggie Jackson Business unit: LINK Tel: 555-3333
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the Local Loop:
(Please circle one) For sale, for rent, wanted to buy, service, marriage or [✓ birth announcement]
A boy, Joseph Edward, to Patty and Ted McNulty
(IDG PR Service) on April 30, 1994.
Your name: Ted McNulty Business unit: PR Service Tel: 555-3753
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the Local Loop:
(Please circle one) For sale, for rent, wanted to buy, [✓ service], marriage or birth announcement
Fifteen-year-old daughter interested in earning
extra money babysitting weekends for children of
IDG colleagues in the Framingham area. Willing
to care for infants as well as toddlers.
Your name: Kristin Zhivago Business unit: IDC Tel: 555-8200
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the Local Loop:
(Please circle one) For sale, [✓ for rent], wanted to buy, service, marriage or birth announcement
New four-bedroom townhouse on Martha's Vineyard.
Walk to beach. Patio, washer/dryer, TV with cable.
Available in July and August ($2000/week) and
September ($1200/week). Ferry tickets included.
Your name: Jackie O'Neal Business unit: Computerworld Tel: 555-0700
Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by June 7 in order for them to appear in the June 13 issue!

IDG Job Opportunities Update

Monday, May 16, 1994

The *Job Opportunity Listing* will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

PART-TIME DEPARTMENT ASSISTANT (IDG LIST SERVICES)

The individual in this position will be responsible for coordinating research projects, coding, scheduling, phone coverage and other duties as needed. Typing skills are necessary. Candidate should be detail-oriented and be able to handle multiple tasks. PC experience a plus.

MAIL CLERK (CWI)

Candidate will be responsible for delivery and pick-up of mail, to and from the Post Office. Responsibilities include, sorting and delivery of interoffice mail, inventory, warehouse requests and miscellaneous maintenance projects. Must be able to lift up to 50 pounds.

DATABASE DEVELOPER (CWDD)

Ideal candidate for this position will have a strong technical background in database programming in FoxPro/DBase under Windows in a Novell environment, creative systems design and analytical skills. Excellent communication skills are necessary. Two years related experience required. BS in computer science preferred.

RESEARCH ANALYST (CWDD)

The Research Analyst will be responsible for effective interpretation and visualization of data from ongoing and ad hoc surveys. Individual will be an independent, yet interdependent member of a small team committed to quality service in a fast-paced, client-centered environment. Two years related experience required. Knowledge of FoxPro/DBase, Excel and presentation software essential. Market research and/or statistical degree preferred.

FULFILLMENT COORDINATOR (CW/RTI)

Candidate will be responsible for entering, maintaining and updating an accurate daily receiving log and inventory of all client stock/products. Individual will complete production assignments on time, on budget and with attention to quality and accuracy. Responsibilities will include coordinating and monitoring staff. Knowledge of the Pitney Bowes computerized shipping program is essential.

TRAFFIC / PRODUCTION MANAGER (CW/RTI)

Responsibilities in this position will include tracking jobs from inception to completion, monitoring and tracking production activity against objectives and entering work orders into an on-line production tracking system.. Individual will schedule production and assign production staff in cooperation with departments. Candidate will collate all billing and distribute to Account Executives.

TELEMARKETING SERVICE REPRESENTATIVE (CW/RTI)

Candidate must have at least one year of telephone customer service or related telemarketing experience, including online order entry. Excellent communication skills are essential. Experience with Microsoft Word and/or WordPerfect is necessary. Individual must have a working knowledge of VAX and LAN Network computer systems. Knowledge of the high-tech industry a plus. College degree preferred. Flexibility to work 11am-8pm shift is necessary.

ACCOUNT MANAGER (IW)

Candidate will assist in producing mailings, pricing information, transcribing results for database entry and general sales administration. Individual will provide support for the Display Sales Group. Strong organizational skills required. Must be PC literate.

MANAGER OF STORE PROGRAM SUPPORT (IDG/B/)

Ideal candidate will develop, implement, hire, train and manage a staff of sales assistants who will be providing support to specific accounts identified by sales. 3-5 years experience in retail environment required. Individual must have experience managing part-time support staff covering a large geographical territory.

ACCOUNT REPRESENTATIVE (PCW)

Successful candidate will assist Account Mangers in PCW's Western Region, via telephone, in prospecting for and servicing new and existing accounts. Telemarketing sales experience required. Working knowledge of PC's, products and the marketplace essential. Excellent communications skills are necessary.

DIRECTOR OF NATIONAL ACCOUNTS (MACWORLD)

Ideal candidate will pursue all advertising and other revenue generating opportunities with national and strategic accounts by means of creative selling and marketing at all levels of the account. Minimum of 5 years experience working with high-tech companies is necessary. Knowledge of the Macintosh and IT Market required. Experience in advertising space sales a plus.

ADMINISTRATIVE ASSISTANT (MACWORLD)

The individual in this position will provide support to the Associate Publisher in all areas of advertising sales. Responsibilities include clerical and office support in addition to customer service. A minimum of 2 years experience is necessary. Excellent Macintosh skills are essential.

ACCOUNT REPRESENTATIVE (MACWORLD)

The ideal candidate will support the National Account Manager in all areas of advertising sales. Responsibilities include customer service and general support as needed. Candidate will sell display advertising as assigned. Duties will also include selling, servicing and developing new advertisers in the region. (3 positions available)

SALES DEVELOPMENT MANAGER (MACWORLD)

The individual in this position will be responsible for writing and developing effective, high-quality print and electronic sales tools. 3-5 years of high-tech marketing experience is required. Copy editing, print buying and knowledge of graphics is necessary. Macintosh skills a plus.

REVIEWS EDITOR - ADVANCED SYSTEMS (IMI)

The successful candidate will manage the reviews process to ensure that Advances Systems' reviews are useful to its readers. Responsibilities include establishing and maintaining author/reviewer contacts. Individual will research, develop and assign reviews, as well as ensure timely delivery of all reviews and comparisons. Candidate will participate in planning the editorial content and function as a resource to the editorial staff.

FEATURE WRITER - ADVANCED SYSTEMS (IMI)

The ideal candidate will develop and produce technical feature stories that enhance the editorial section. Individual will write a monthly technical feature story that introduces the lead review for each month. Candidate will attend and represent Advanced Systems at trade shows, seminars, press conferences, meetings and similar events.

IDG Job Opportunities Update

May 16, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Department Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Assistant	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Assistant	IDG Research Serv. ,Natick, MA	M. Cornetta	(508)935-4734
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Presentation Specialist	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Editorial Assistant	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	Assistant News Editor	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Graphic Design Specialist	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2)ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NW	Senior Editor	San Francisco, CA	M. Cornetta	(508)935-4734
NW	Marketing Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Associate Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Research	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	Research Analyst	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Database Developer	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Mail Clerk	Framingham, MA	S. Perry	(508)820-8160
CWI	Systems Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Traffic/Production Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Fulfillment Coordinator	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Telemarketing Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	P/T PC Support Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Inventory Specialist	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

May 16, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Software Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Associate Editor (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Analyst (1)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Fluegelman Internship	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Manager of Store Program Support	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	VP, Marketing	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Account Representative	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Senior Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	Natick, MA	E. Sanderson	(508)820-0440
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)978-7344
MAC	Account Representative (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Sales Development Manager	San Francisco, CA	C. Koral	(415)978-7309
MAC	Director, Telesales Operations	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Reviews Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Feature Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)692-1596
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

feature covers of the magazine and the best ads that have been published.

— **Tomaz Zajc**

SPAIN

One month ago IDG Spain launched a daily newsletter for the IT market. The four-page, A4 newsletter is produced by the editorial staff of *Computerworld*. It is sent to senior IT executives for 15 days free and then they are telemarketed for subscriptions at $500 per year. Breakeven was 20 subscriptions, and 30 have been sold already.

— **Paco Zabala**, general manager

SWEDEN

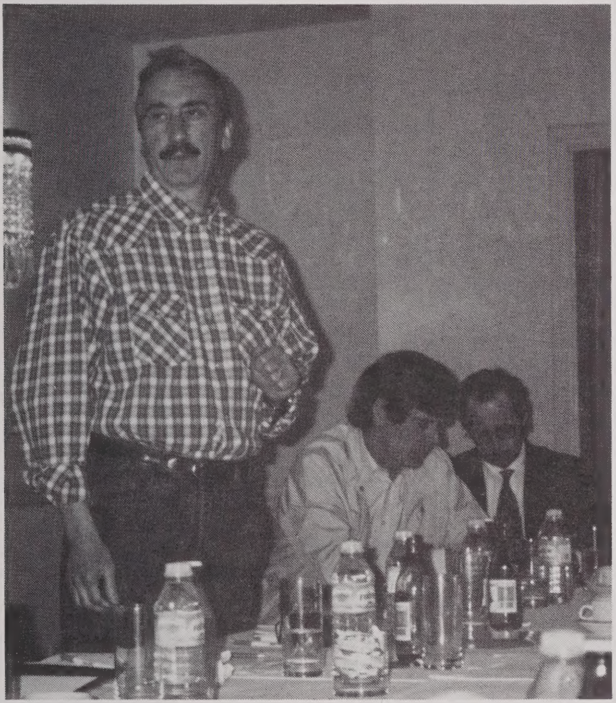
IDG Sweden is setting up a distribution channel for CDs. We are selling a six-times-per-year newsletter for $12 to $13 that includes a CD. More than 2,000 subscribers signed up in the first two weeks. It will operate like a book club, offering additional CDs to readers.

— **Bengt Marnfeldt**, general manager

SWITZERLAND

IDG Switzerland made a deal with Microsoft to include a special subscription offer in Microsoft's regular mailings to customers. Microsoft users get a 30% discount. The program is producing 20 to 50 new subscriptions per month.

— **Gebhard Osterwalder**, general manager



Gebhard Osterwalder, general manager of IDG Switzerland, presents an overview of the European Macintosh market.

World Update photos

IDG Chairman Pat McGovern, in Poland to attend the European Managers Meeting, makes time to visit the staff of IDG Poland at their office.

Performance

-FROM PAGE 1

we see to date, and the forecasts by the managers indicate the trend should continue for the balance of the year," Petrie told the group. "Last year was very weak in Europe, as we all know, but things seem to be recovering nicely."

The two-day European meeting featured one full day of board meetings to revise preliminary 1995 strategic plans. As in the U.S., boards of their peers review the plans of each business unit head and make suggestions.

The second day included a host of presentations by Petrie on financial conditions, Marketing Services Division President **Kelly Conlin** on European marketing plans, Vice President of Human Resources **Martha Stephens** on employee fellowship programs, and Director of Human Resources **Tom Mathews** on insurance pooling among business units to save money.

IDG President **Pat McGovern** gave the group a presentation on the benefits of developing, using and promoting use of IDG's brands. He cited *Computerworld* as one of the best-recognized brands in the U.S. and outlined ways business units can develop additional revenue streams through the promotion and licensing of IDG brands.

The managers also participated in a very successful "Great Ideas" session similar to that held at the annual Worldwide Managers Meetings (see story page 4).

IDG Books

-FROM PAGE 1

InfoWorld **Editorial Director Michael Lowe and IDG Books Indianapolis Managing Editor Mary Bednarek were among over 150 guests at the celebration.**

John Kilcullen and his son Sean pose for a computer portrait.

gether the staff of IDG Books, its board of directors, special guests from *InfoWorld*, *PC World* and *Macworld*, local authors and key vendors for a fun-filled evening that featured a lavish buffet supper and a sporting motif. Guests were encouraged to test their skills at the basketball cages and on the putting green as well as at the ping pong, air hockey and foosball tables. A number of guests were even persuaded to don "sumo suits" — which added some of the requisite bulk — and go a few rounds in the ring.

Launched in 1990 with just eight employees, IDG Books now boasts 75 employees in three locations across the country and close to 100 titles, with over nine million books in print in the *...For Dummies* series alone. *Personal Finance For Dummies*, which launched less than two months ago, is now the company's third best-selling title behind *Windows For Dummies* and *DOS For Dummies*.

"First and foremost, IDG Books' success is about a special group of professionals in San Mateo, Indianapolis and Braintree [Mass.], in addition to our superstar account managers in the field, who believe in each other and our ability to succeed despite all odds," said IDG Books President **John Kilcullen**. "We built this business the most complex way possible — via decentralized, satellite offices — but a strong mix of mutual trust, perseverance and inventiveness has enabled our team to stay focused on serving our customers' needs. Everyone at IDG Books should be proud, and the staff deserves all the credit in the world. I would go into battle with our current team anytime, anyplace. They are the best in the business."

Noteworthy!

NEW EMPLOYEES

Martyne Page has been hired as assistant to *Multimedia World* Publisher Jonathan Epstein. Martyne worked as an administrative assistant in the Fixed Income Department of GT Capital Management and as assistant to a film producer. She earned a Masters of Arts in literature and screenwriting from Laral University in Quebec and considers herself a "part-time filmmaker." Martyne has made three short films that have been featured at over 20 international film festivals.

▪ ▪ ▪

IDG Books has hired **Liz LeMond** as an indexer. Liz's educational background includes an MA in library science from Indiana University and an AAS in computer programming from Ivy Tech.

▪ ▪ ▪

Electronic Entertainment welcomes **Joel Enos** as an intern in the editorial department. He received a BA in English and pre-law from the University of the Pacific and is currently working toward a masters degree in literature from San Francisco State University. Before coming to *Electronic Entertainment,* Joel was an assistant manager for Pier 1 Imports.

TRANSFERS

Paul Curthoys, previously assistant editor at *NeXTWorld,* is now a copy editor at *GamePro* where he will be involved in writing and providing editorial assistance for the magazine. Paul earned a BA in English from Stanford University and enjoys coffee, movies, cycling and hiking.

Chairman's achievers

Runi Estes
Office Services Manager
Connell Communications, Inc.

Runi Estes joined Connell Communications, Inc. shortly after its inception seven years ago, and her dedication to her work and positive attitude has earned the respect of her colleagues. Runi is responsible for overseeing all general office functions, which in a nutshell includes purchasing supplies, providing travel arrangements, completing shipping documents for the monthly dispatch and assisting CEO Jim Connell.

Melissa Stephenson

Estes

Not only is Runi able to fulfill all of her own job demands, often working very inconvenient hours, but she focuses much of her energy on supporting other members of the CCI team. "Runi has always been the person who just made it happen," said Connell. "She inspires others by her dedication and sets an excellent example."

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's Office at fax: 617-859-8642.

FY94 second quarter winners named

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

Winner
Pauline White
Laurentian TechnoMedia (Canada)

Runner-up
Damon Dean
Multimedia World

Runner-up
Art and Editorial Departments
PC World

Attention non-U.S. journalists:

The IDG News Service is ready, willing and able to host journalists interested in working out of its Boston, Mass., office. In addition to making available all the standard necessities — desk, PC, telephone, fax, coffee machine etc. — News Service staff will assist visiting journalists make local contacts and track down stories.

The News Service has rented a furnished apartment in downtown Boston (currently occupied by Eirik Gulbrandsen of IDG Norway) that it will make available to visiting journalists at cost. In order to retain this apartment, the News Service would like to hear from interested journalists as soon as possible. Visitors are welcome for periods extending from one week to several months.

For more information, contact News Service Editor-in-Chief **Rob Garretson** via E-mail box R.Garretson or phone: 617-423-9030.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Harriet Brody - IDG

TWELVE YEARS
Mary Dolaher - IDG

NINE YEARS
Frank Gens - IDC

EIGHT YEARS
Sanne Shepherd - IDG Denmark

SEVEN YEARS
Mary Musgrave - IDC

SIX YEARS
Stephen Moylan - InfoWorld

FOUR YEARS
Adele Lee - Computerworld
Gigi Wang - IDC
Sergio Rizzi - IDG Italy
Charlotte Trim - IDG France

THREE YEARS
Colleen English - Federal Computer Week
Linda Belding - PC World
Janell Genovese - Computerworld
Christine Flanagan - Computerworld
Richard Zwetchkenbaum - IDC
Trace Weatherford - IDC
Nancy Battey - IDC
Polly Papsadore - IDG Books
Megumi Okamoto - IDG Japan

TWO YEARS
Jean Dellarobba - Computerworld
Melinda-Carol Ballou - Computerworld
Don Calamaro - InfoWorld
Lucy Jaime - InfoWorld

ONE YEAR
Cindy Penrose - Infotainment World
Jose Perez Laco - IDC U.K.

Values at work

Corporate Value #6:

Keep close to the customer

THE PLAYERS: Computerworld President **Gary Beach** and Senior Vice President of Marketing **Steve Woit**.

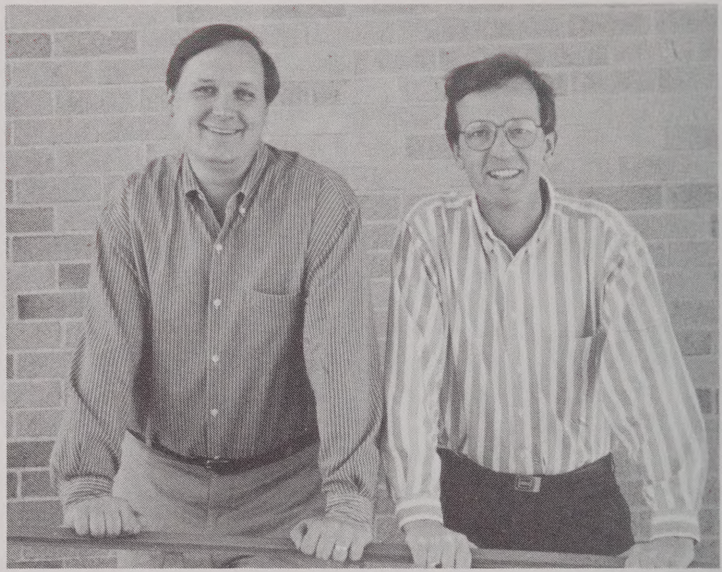
THE EVENT: Novell's announcement on March 21, 1994 that it planned to acquire WordPerfect Corp. and buy Quattro Pro, a spreadsheet product, from Borland International.

THE QUESTION: How would the merger affect the companies' advertising with *CW*? In the second half of FY93, Novell, WordPerfect Corp. and QuattroPro accounted for nearly $2 million of advertising for *CW*. Beach and Woit hoped the merger would not result in a consolidation of advertising, as is often the case in mergers, but rather, with active involvement from *CW*, lead to new opportunities.

THE MISSION: Get first hand input from the CEOs of the companies involved in what was arguably the biggest computer industry merger in the past several years and ensure that *CW* be as helpful as possible to all parties on all sides of the merger, since three of *CW*'s largest customers were involved.

THE SCENARIO: Already scheduled to attend MSD's Word Perfect briefing session in Orem, Utah on March 30, Beach and Woit decided to extend their Western trip and meet with the CEOs of Borland and Novell. Getting appointments with CEOs is always difficult, and after a merger announcement the chances of having a meeting cancelled is high. *CW*'s reputation ensured that these appointments were kept.

THE ROAD SHOW: In a 24-hour journey that took them from Boston to San Jose to Provo to Orem, Beach and Woit connected with all three customers. Borland CEO Philippe Kahn said that *CW*'s audience would be even more important to Borland with its increased focus on upsizing and client/server computing and that the company would hold or increase its advertising commitment. An anticipated 15-minute session with Novell Chairman Ray Noorda turned into a two-hour marketing brainstorming session, and Beach and Woit departed feeling that Novell would also be an even larger advertising customer. Woit then met with Ad Reitveld, WordPerfect's CEO, to review the recently completed application suite research he had presented to Noorda that morning.



Mary Beth Welch

Steve Woit (l) and Gary Beach traveled to great lengths to be of service to three key clients after a major merger announcement.

THE OUTCOME: By reacting quickly to a breaking development, Beach and Woit were able to determine each customer's needs and priorities and present new marketing ideas to not only safeguard but increase advertising business.

This is the first in a periodic series that will profile IDG corporate values in action. Please contact World Update *to nominate employees for this feature.*

IDG World Update

PUBLISHER
David F. Hill
617-423-9030
E.mail: D.Hill

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406
E.mail: P.Smith E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.mail:L.Ryan

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

IDG posts record second quarter
- PAGE 2

On line: *CIO*'s Joe Levy takes a turn
- PAGE 3

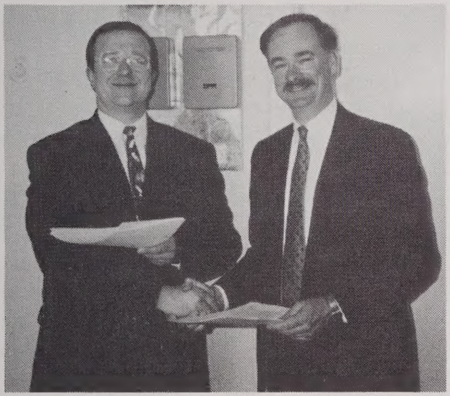
IDG picks up new licensees in Germany, Greece and Costa Rica
- PAGES 4-6

IDG *World Update*

VOLUME 24, NUMBER 20

MAY 23, 1994

IDG plants first flag in Ukraine with *CW* license



Sergey Kostyukov (left) and David Hill met last month to finalize the agreement for *Computerworld Kiev*.

International Publishing Services President **David Hill** was in Kiev earlier this month to sign an agreement with **Sergey Kostyukov** of Computers + Software Publishing Company, IDG's first licensee in Ukraine. Kostyukov is editor-in-chief of the company's flagship publication, *Computers + Software Magazine*, and plans to launch *Computerworld Kiev* in late May.

"We are happy to have *Computerworld* in this fledgling market so that *CW* can grow up with the Ukrainian IT

- SEE PAGE 4

Computerworld publisher's post goes to the highest bidders

Bill Gates, Gordon Bell vie for a week in top spot

Computerworld will have a new publisher listed — temporarily — on its masthead later this year. Two new publishers, actually, and their names should sound rather familiar, too.

Microsoft Chairman Bill Gates and technical wizard Gordon Bell dueled in a bidding war for the *CW* post during a charity auction at the sixth annual Computer Bowl, held last month in San Jose, Calif. *Computerworld* donated the publisher's title to the auction which, like the Computer Bowl itself, raises money for the Computer Museum in Boston. The prize — good for a week at any *Computerworld* publication in the world — included round-trip airfare and accommodations.

Gates' and Bell's financial sparring turned into the highlight of the evening. With a professional auctioneer driving up the bidding, and the crowd of IT luminaries chanting "going once, going twice," Bell emerged victorious with a bid of $28,000. The prize turned out to be the most expensive item of the evening, both in terms of the starting price ($1,000) and the selling price (next closest was a book autographed by Albert Einstein at just over $3,000).

THE ONCE AND FUTURE KINGS? Bill Gates (l), along with former DEC star Gordon Bell, bought the rights to bump *Computerworld* Publisher Gary Beach (r) off the masthead for a week.

"The smile on [IDG Chairman] **Pat McGovern**'s face got bigger and bigger with each successive bid," said *CW* Publisher **Gary Beach**. McGovern served as a judge for the Computer Bowl, an IT trivia contest in which an all-star team of East

- SEE PAGE 8

IDG enjoys record gains in revenue and profits

Good news! IDG's first-half figures are in, and the company earned record revenue and profits for the period. IDG is 20% ahead of its planned profit goal and at almost double last year's profit level for the first half. Solid revenue growth, strong market share gains and strict expense control contributed to the above-plan performance.

IDG's second quarter of FY94 showed the strongest profit performance in the company's history, beating the previous record set in the first quarter of FY94. The company is on track to break its record again in the third quarter. And, all indications are that IDG will beat its planned annual profit goal and earn a 4% after tax margin, another step on our way to achieving our corporate goal of a 10% after tax margin.

Very strong performance at almost every IDG business unit contributed to this fine above plan performance.

Thanks to ***Susan Petrie****, IDG's vice president of financial analysis and planning, for submitting this article.*

Second Windows World/Milan boasts improvements in all areas

J. GANTZ
G. FERRARI

(Left to right) Bill Laberis, editor-in-chief of *Computerworld* U.S.; John Gantz, senior vice president, IDC U.S.; and Giulio Ferrari, editor-in-chief of *Macworld* and *PC World Italia*, prepare for a presentation on the Windows market at the opening session of Windows World/Milan.

IDG Italy held the second annual Windows World Expo in Milan last month and improved on last year's successful debut on all fronts. Exhibitors totalled 98, up 38%; visitors 13,000, up 24%; exhibit space 2,400 square meters, up 37%; and 2,700 attendees, a 108% increase, participated in an expanded seminar series.

In all of the expositions it organizes, IDG Italy is responsible for exhibit sales, marketing and most other responsibilities for the events, while partner ASSOEXPO handles booth construction and site-specific services.

Business units achieve second quarter goals

Congratulations to the following IDG business units that have equaled or exceeded plan for the second quarter FY94.

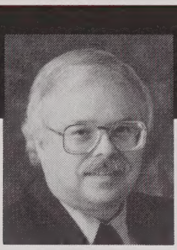
United States

CIO
Computerworld, Inc.
Federal Computer Week
IDC
IDG Books
Infotainment World
InfoWorld
Macworld
Network World
PC World

International

IDG/CI Argentina
IDG/CI Australia
IDG/CI Brazil
IDG/CI Bulgaria
IDG/CI China Computerworld
IDG/CI Czech Republic
IDG/CI Germany Computerwoche
IDG/CI Germany Magazines
IDG/CI Italy
IDG/CI New Zealand
IDG/CI Poland
IDG/CI Spain
IDG/CI Sweden
IDG/CI Switzerland
IDG/CI Venezuela
IDC Australia
IDC China/Hong Kong
IDC Canada
IDC France
IDC Italy

On line



ASK JOE

CIO *President* ***Joe Levy*** *takes a turn as this week's guest columnist.*

Q ***Information Week*** **is now sold on newsstands. Do you have similar plans for *CIO*?**

A At present, *CIO* has no plans for newsstand distribution. *CIO's* target reader is the senior IT executive in medium and large companies. It is more efficient to target these readers via the mail than on the newsstand. Naturally we will watch the progress of *Information Week* to see if CMP's investment makes economic sense.

Q **What are your views on electronic media? How do you plan to address this trend at *CIO*?**

A I just returned from IDG's first online functional meeting. Electronic media will have a role in the future. At present our research indicates that readers have a great preference for the paper form. We will continue to watch developments in the industry to determine where the profit opportunities are.

Q **Does CIO Publishing have any plans to branch out to the European market?**

A In my opinion *CIO* should be a global publication that covers more than just U.S.-based organizations. Our May 15 issue had a story on Trafalgar House PLC, the world's third-largest engineering and construction company based in the U.K. In the future we'll be covering more topics with a global flavor. In FY95 we'll be adding an international editor based in Europe. We will also expand our circulation to include CIOs in the top 1,000 foreign enterprises.

Q **Many IDG companies publish more than one title. Do you foresee a possible spin off from *CIO* that fits your company's niche?**

A Currently we are in the process of increasing *CIO's* appeal to all senior managers. As time goes on there may be an opportunity to create a general management information technology oriented publication. Our first experiment will be a special advertising section that will run in both *CIO* and a key business publication.

Q **With all the news about the information superhighway, multimedia, etc., what are your predictions about the future of print media?**

A As a famous man once said, "Print is NOT dead!" I'm not an expert, but as of now, nothing is as portable or reader-friendly as print. Let's remember that television did not eliminate radio or moving picture theaters, VCRs didn't kill movie theaters either. Naturally, new technologies will appear, but that just means greater variety and choices, not necessarily the death of any other medium. Print has been around for thousands of years, so I think it has a good future.

Q **You seem to have a real entrepreneurial sense. What mentors or role models influenced you?**

A Pat McGovern and Richard Branson (CEO of Virgin) are certainly world class entrepreneurs who I have tried to emulate. They both are driven by decentralization, a "let's try it" attitude, lean corporate staffs, excellence in products and customer service, and being responsive to changes in the market.

Q **Are you pleased with the growth of CIO to date, and what do you predict in terms of growth for the future?**

A I am very proud of the progress that CIO Publishing has made in less than seven years. We've grown to almost $13 million in revenue and over 50 employees. Perhaps the best example of *CIO's* vitality is our growth from six issues a year in 1987 to 21 issues a year in 1994. We've also been profitable every year.

Q **Will you expand Perspectives over the next 18 months and how will this affect *CIO*?**

A Perspectives is just one of the events conducted by our Executive Programs division. We also do the Return on Investment from Information Technology Executive Retreat. We are also looking at international opportunities in FY95 to complement *CIO*'s global appeal. Our events are a great way to satisfy our readers' educational and networking needs.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to **IDG World Update** *via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

German licensee picks up rights for *GamePro*, *E* ^{2}

Electronic games fans in German-speaking Europe will soon have the resources of the U.S.'s best-selling gaming publications at their disposal with the recent licensing of the *GamePro* and *Electronic Entertainment* titles to Hamburg, Germany-based Medienberatung und Verlag Limbach Gmbh.

According to Infotainment World Executive Vice President **John Rousseau**, who initiated the search for a German partner six months ago, the timing of this deal was critical.

"With the exception of Germany, the European market is largely oversaturated with gaming publications; the U.K. alone has some 19 different titles. Germany represents the last growth market in Europe for both the installed base of gaming hardware and publications targeting this market," Rousseau said.

Philipp Berens, Tim Clarke, Medienberatung owner Rudiger Limbach and John Rousseau signed the license agreement this month.

BEST-SELLING PUBLISHER

"We are extremely pleased to have been able to take advantage of this window of opportunity for entering the German-speaking market and to have hooked up with Medienberatung, which currently publishes two of the best-selling game publications in Germany," Rousseau added. The company's current titles, *Gamers* and *Total*, target the Sega and Nintendo markets, respectively.

According to **Philipp Berens**, editorial director at Medienberatung, the local market is currently gravitating toward multiplatform publications like *GamePro*. He said the IDG alliance enables Medienberatung, a small company, to expand its business by completing its range of videogaming titles and laying the groundwork to cover an emerging market.

GamePro will go up against several well-established videogaming magazines. *Electronic Entertainment* has no direct competitor as the region's multimedia entertainment market is very small, lagging two to three years behind the U.S. market. However, Berens anticipates an imminent demand for the kind of information *E* ^{2} provides about interactive media.

"We are convinced that it is necessary to have a magazine that is not using PC talk but is targeted toward consumers who want to enjoy the benefits of electronic entertainment without having to be computer experts," Berens explained.

GamePro will launch as a monthly in September and *Electronic Entertainment*, which will initially appear quarterly, will launch in October. With initial circulations of 120,000 (*GamePro*) and 60,000 to 90,000 (*Electronic Entertainment*), the magazines will reach subscribers in Austria, Switzerland, the Netherlands and Germany.

To expedite the licensing of IDG titles in overseas markets, the company's International Publishing Services division, under the direction of President **David Hill**, serves as a clearinghouse for all licensing activity. IPS Vice President for Licensing **Tim Clarke** accompanied Rousseau to Hamburg for the final negotiations. "We are particularly pleased to have signed this deal with Medienberatung, which otherwise would have been a formidable competitor in the market," Clarke said.

Ukraine

-FROM PAGE 1

market," Hill said. While recognizing the challenge of the emerging market, Hill cited the considerable potential of a population of 55 million and described Ukraine as "a country that can be lifted very far, very fast with the introduction of IT into any and all sectors of the marketplace."

In 1992 Kostyukov and his staff of 12 introduced *Computers + Software Magazine,* which will continue as a monthly publication addressing technical issues. *Computerworld Kiev* will target *Computerworld*'s more traditional, business-oriented audience. The magazine, with an estimated circulation of 20,000-25,000, will initially be published bi-monthly and after three to four months will be published weekly.

New Greek licensee to offer *Macworld*, *Publish*, *PCW*

IDG solidified its presence in the Meditterenean region by signing a license agreement with Geniki Ekdotiki Typou S.A., the publishing arm of the largest private company in Greece. The premiere issue of *Macworld* with a *Publish* section was introduced earlier this month after Geniki Operations Manager **Spyros J. Tryphonopoulos** and International Publishing Services Vice President of Licensing **Tim Clarke** completed negotiations in April.

Publish &
Macworld
Chromapress

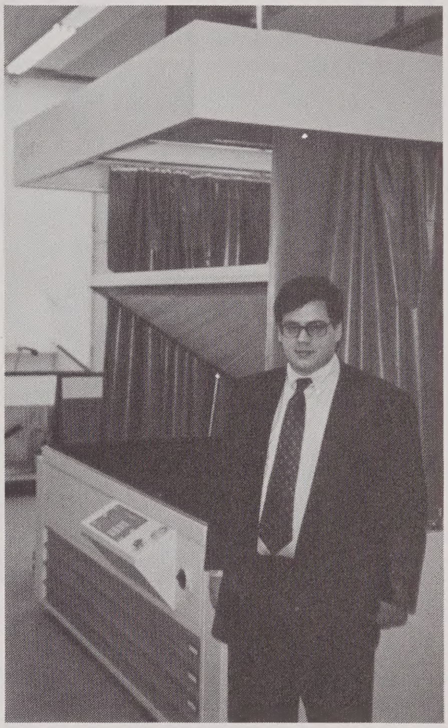
Macworld with *Publish* will be published monthly with a combined paid, controlled and newsstand circulation, and future circulation efforts will focus on increasing the proportion of paid to controlled circulation. *Macworld* is Geniki's first launch in the IT market although it does publish a newspaper and a number of small magazines covering a variety of topics and is involved in contract publishing.

Clarke and IPS President **David Hill** were approached by the Greek company, which had recently completed construction on what is probably the most modern printing facility in Athens. Geniki was interested in increasing its publishing activities to capitalize on the competitive advantage the facility allowed the business with respect to quality, efficiency and overall production costs.

The company targeted the computer publication sector, and with its own estimates of 50,000 Macs sold in Greece in 1993, they felt strongly about first introducing a Mac publication into the growing market. In September Geniki will begin publishing *PC World* either as a stand alone or, temporarily, as part of the company's existing newspaper.

Geniki's parent company, with substantial holdings in shipping and oil, provides a valuable opportunity for IDG to expand its presence in the Greek market. The previous licensee agreed to surrender rights to *PC World* and *Macworld* and will look at the feasibility of launching other IDG publications into various niche markets.

"Given that we are late starting up again in the Greek market, we are very pleased to have a relationship with a company of this size and possessing such resources. They can introduce our publications into the market quickly and strongly, establish them and hammer away at the competition. They may also be interested in introducing other new IDG titles to the market," Clarke observed.



Spyros Tryphonopoulos stands in Geniki's state-of-the-art printing facility.

New licensee addresses

Philipp Bererns
Editorial Director
Medienberatung und Verlag Limbach Gmbh
Heilwigstrasse 39
20249 Hamburg
Germany
Tel: +49-40-480520
Fax: +49-40-48052199

Sergey Kostyukov
Comizdat
Leskova Str., 9
Kiev 252 011
Ukraine
Tel: +7044-294-8543
Fax: +7044-294-8502

Alonso Trejos
Vice President
Trejos Hermanos Sucesores, S.A.
Apartado 10.096
1000 San Jose
Costa Rica
Tel: +506-224-2411
Fax: +506-224-1528

Spyros Tryphonopoulos
Operations Manager
Geniki Ekdotiki Typou S.A.
10 Panepistimiou str.
Athens, Greece
Tel: +30-1-2526060
Fax: +30-1-2529059

IDG Sweden's PC World Expo exceeds expectations

Swedish Prime Minister Carl Bildt (right) visited the show and took a few minutes to talk with (from left) *CDXpress* Chief Editor Mats Hultgren, *Nätverk & Kommunikation* Chief Editor Bertil Myhr, *Computer Sweden* Chief Editor Lars Dahmén and PC World EXPO Project Manager Torgny Husén.

In just three years, PC World EXPO has firmly established itself as Sweden's must-attend, must-exhibit computer show. Visitors to IDG Sweden's three-day event in late April totaled 32,000, 40% more than last year and well above the 26,000 anticipated. There were 280 exhibitors on the show floor, a 45% increase over '93.

More important than sheer numbers was the quality of the attendees. For the past two years, 75% of PC World Expo's visitors have represented the target audience of corporate PC buyers, finance executives and other top managers responsible for PCs and networks in their companies. According to Project Manager **Torgny Husén**, the increasing number of niche products introduced in the '90s has made it made it even more important for exhibitors to be able to target their promotions to a specific audience.

A variety of IDG Sweden publications were prominently involved in the show. *CDXpress*, a newsletter that reviews CD-ROM titles, drew crowds during its debut; the first issue came packaged with a CD. *Computer Sweden*'s editorial staff was on site and churned out daily editions to keep up with all the news, the first time the weekly had done so for PC World EXPO. *Corporate Computing* arranged a business process reengineering seminar led by Scandinavia's leading expert, Björn-Erik Willoch. Numerous other seminars with daily themes of networking, operating systems and databases were well attended.

PC WORLD EXPO
ARRANGERAD AV IDG\EXPO OCH STOCKHOLMSMÄSSAN

The highlight of the show came on the final day when Swedish Prime Minister Carl Bildt spent almost two hours browsing among the exhibits. An avid computer user — he was reportedly very interested in a copy of *Internet for Dummies* that was given to him — Bildt was also there to learn more about the technology that will be the focus of a newly appointed Swedish commission on digital highways.

PCW Costa Rica joins lineup

PC World continues its expansion across the globe with the recent signing of a license in Costa Rica. *PC World Costa Rica*, which will debut in July, becomes the eighth *PCW* in the Central and Latin American region and brings the worldwide count of *PC World* titles close to three dozen.

IDG's new licensee, Trejos Hermanos Sucesores, S.A., is one of Costa Rica's largest producers of magazines, books, brochures and other printed materials and currently publishes the country's leading monthly business magazine *Actualidad Economica* as well as a range of other titles devoted to topics including tourism, parenting, sports and television.

Initially, *PCW Costa Rica*, which will appear under its own cover, will be sent to the 2,000 subscribers of *Actualidad Economica*, but will be broken out as a stand-alone publication by January 1995. At that time, Trejos Hermanos Vice President **Alonso Trejos** expects the publication to enjoy a combined paid, controlled and newsstand circulation of 4,000.

EXCELLENT TARGET AUDIENCE

"A recent survey of *Actualidad Economica* readers showed that 67.5% of them participate in the purchase of computers," noted **Tim Clarke**, IDG International Publishing Services vice president of licensing, who visited the company in San Jose last December. "Obviously it's an excellent target audience for *PC World*."

"We have great expectations for this magazine," said Trejos, adding, "It is the first IT magazine to be published entirely in Costa Rica. We are also very proud to publish such a well-known title and confident in our expectations for strong sales and continued future dealings with IDG."

PCW Costa Rica will benefit from receiving the Spanish edition of *PCW*, *PC World España*, now being made available by IDG Spain to any Latin American publisher of the title who wishes it via CD-ROM.

IDG Job Opportunities Update

Monday, May 23, 1994

The *Job Opportunity Listing* will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

PART-TIME DEPARTMENT ASSISTANT (IDG RESEARCH SERVICES)

The individual in this position will be responsible for coordinating research projects, coding, scheduling, phone coverage and other duties as needed. Typing skills are necessary. Candidate should be detail-oriented and be able to handle multiple tasks. PC experience a plus.

DIRECTOR, NATIONAL ACCOUNTS - WEST COAST (IDG MARKETING SERVICES DIVISION)

The Marketing Services Division is seeking an experienced sales and marketing professional. Ideal candidate will have the opportunity to create a strong relationship between IDG and its buying audience of IT vendors. Knowledge of the IT industry, advertising and publishing is essential. Individual should have the ability to provide marketing counsel and develop innovative programs for IDG's key accounts. Ad agency or client marketing experience preferred. Travel required.

U.S. CORRESPONDENT - WEST COAST (IDG INTERNATIONAL PUBLISHING SERVICES)

Correspondent will cover the U.S. Computer and Communications markets for IDG's International News wire. Responsibilities include covering breaking stories for the daily wire and working with IDG News Service correspondents worldwide to develop in-depth coverage with a uniquely global perspective. The ideal candidate will have a good command of the AP-style news writing as well as the journalistic range to produce WSJ quality analytical features. Must be self-motivated and capable of working productively in the relative isolation of a remote bureau. Individual should be a technology generalist and be familiar with the entire IT spectrum. Travel required.

EXHIBIT SERVICES COORDINATOR (WEC)

The individual in this position will work in conjunction with the Internal Exhibit Sales Department. Responsibilities include interfacing with exhibitors and writing exhibitor news bulletins. Knowledge of setting up exhibit space is essential. Excellent communication skills required. Candidate must be familiar with Lotus. A minimum of five years experience preferred. Travel required.

SENIOR MARKETING ANALYST (CIO)

The individual in this position will gather, review and analyze the technology market and competitive information. Candidate will initiate and implement advertiser satisfaction research programs. Responsibilities will include working with sales management to analyze technology market segments and ad media spending trends. A demonstrated track record in senior level marketing analysis is essential. Minimum of 5-7 years experience required. BA/BS degree in business, marketing or related field is preferred.

ASSOCIATE EDITOR (CIO)

Ideal candidate will edit copy for content, organization, clarity and style. Individual will work with in-house and freelance writers on story development and help with the idea-generation process. Duties will also include writing occasional short items. A minimum of three years experience with a feature magazine is required.

IDG Job Opportunities Update

IMAGING SERVICES COORDINATOR (NW)

Ideal candidate must have experience with imagining and processing equipment, using a densitometer, color proofing, and paste-up. Stat camera experience helpful. Individual must be familiar with PostScript interpretation, pagination (Mac & PC), scanning and 4-color printing. Knowledge of Quark, PhotoShop, Pagemaker and Windows is essential.

PART-TIME CIRCULATION ASSISTANT (CIO)

The person in this position will be responsible for supporting the circulation function in a variety of tasks. Candidate must be PC proficient and possess excellent communications skills.

RESEARCH ANALYST, COMMUNICATIONS (IDC)

The individual in this position must have strong written communication skills. Three to five years business experience preferred. BA/BS degree required. Interpersonal skills are necessary.

SALES DIRECTOR - WEST COAST (CWI)

The individual in this position will direct and develop the West Coast Custom Publishing sales operation for Computerworld. Candidate will work with the Computerworld sales staff to help sell custom publications, such as CW White Papers, ad supplements, direct mail supplements and the CW Solutions series.

ADMINISTRATIVE ASSISTANT (IDG/B)

The ideal candidate should have 4-5 years experience as an Administrative Assistant to a senior-level manager. Responsibilities include routine administrative duties as well as assisting with scheduling and planning corporate events. Strong organizational and interpersonal skills are necessary. Mac skills are essential.

EDITORIAL ASSISTANT (IDG/B)

The Editorial Assistant will be responsible for all editorial and administrative functions that support the Acquisitions staff. Excellent communication skills are necessary. Duties include tracking authors contracts and payments, obtaining software requests, organizing mail and making travel arrangements. College degree preferred. Interest in publishing a plus.

ASSISTANT TO THE PUBLISHER (IDG/B)

Individual in this position will assist the Publisher with administrative duties including coordinating travel arrangements and expense reports. Candidate will be responsible for screening phone calls and checking mail. Individual will coordinate and attend managers meetings. Organizational skills are necessary. Knowledge of the Macintosh required. Excel and Access a plus.

MARKETING COORDINATOR (IDG/B)

The successful candidate will assist the marketing department in coordination of the 3X a year trade catalog. Individual will participate in the creative development and production from concept through printing. This position involves close interaction with brand managers and sales. A minimum of three years marketing or marcom experience in a hi-tech or publishing environment preferred.

IDG Job Opportunities Update

May 23, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Director, National Accounts	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	P/T Department Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Assistant	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	U.S. Correspondent	IDG Int'l. Pub Serv. San Francisco,CA	R. Garretson	(617)423-9030
IDG/IPS	Editorial Assistant	IDG Int'l. Pub Serv., Boston, MA	M. Cornetta	(508)935-4734
WEC	Exhibit Services Coordinator	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Graphic Design Specialist	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2)ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Senior Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Imaging Services Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NW	Senior Editor	San Francisco, CA	M. Cornetta	(508)935-4734
NW	P/T Sales Asst./Dir. Response Adv	Framingham, MA	M. Cornetta	(508)935-4734
NW	Inside Sales Representative	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Analyst, Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Research	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	West Coast Sales Director	Burlingame, CA	L. Craven	(708)798-1113
CWI	Research Analyst	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Database Developer	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Mail Clerk	Framingham, MA	S. Perry	(508)820-8160
CWI	Human Resources Rep.	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Traffic/Production Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Fulfillment Coordinator	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Telemarketing Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501

IDG Job Opportunities Update

May 23, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	P/T PC Support Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Assistant to the Publisher	Indianapolis, IN	M. Collins	(415)312-0647
IDG/B	Marketing Coordinator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Manager of Store Program Support	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	VP, Marketing	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Book Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Marketing Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Sales Manager	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Project Editor (1)	Indianapolis, IN	C. Neumann	(415)312-0501
PCW	Account Representative	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Senior Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	Natick, MA	E. Sanderson	(508)820-0440
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Faxback Systems Administrator	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Interactive Fax Prod. Manager	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)978-7344
MAC	Account Representative (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Sales Development Manager	San Francisco, CA	C. Koral	(415)978-7309
MAC	Director, Telesales Operations	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Reviews Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Feature Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)692-1596
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Regional Account Mgr.(2)	GamePro,San Mateo/NJ	J. Sieling	(415)286-2515
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

Circulation meeting facilitates valuable idea exchange

The third annual Circulation Managers Meeting was held April 28-29 at the Highlands Inn in Carmel, Calif., drawing 24 attendees from the circulation departments of 12 IDG business units. The considerable success of the meeting was attributed to the jam-packed agenda of keynotes, panels and discussion groups that provoked valuable dialogue among business units.

Co-chaired by **Agnes Vanek**, circulation director for *Federal Computer Week* and **Angelina Beitia**, circulation director for *Macworld*, the two-day session was a welcome opportunity for members of different IDG publications to come together to exchange information; to examine present and future trends in circulation; and to examine what steps, either as separate business units or as a single entity, can be taken to capitalize on shared resources and to improve business in every publication.

(Front row, left) Holly Klingel, Marsha Newlin, Angelina Beitia, Debbie Winders, Pat Crotty. (Back row, left) Nancy Sterling Grant, Shawne Burke Pecar, Barbara Ruffner, Lori Hitchcock, Carolyn Copp, David Cobb, Donna Felice, Jacqueline Migell, Peter Gaylord, Mary Leiphart, Gail Odeneal, Richard Priante, Elizabeth Jensen. Not pictured are Carol Spach, Maureen Burke and Agnes Vanek.

PROGRAM HIGHLIGHTS

Program highlights included the keynote address on "Database Management, Theory and Practice," by George Orme of David Shepard Associates and a presentation by Vice President/Financial Analysis **Susan Petrie** on circulation figures. **Peter Horan**, Vice President/National Accounts for IDG's Marketing Services Division and **Gary Rocchio**, Vice President/Research for *Macworld*, hosted a panel on "Circulation and Advertising Selling and Buying Process," and Electronic Marketplace Systems President **Mark Belinsky** presented "Evolution into Online."

In addition, attendees were required to prepare 15- to 20-minute presentations on the circulation practices of their publications. The presentations were very well-received by attendees and prompted questions and useful discussion on circulation strategy.

To better serve the specific needs of each circulation model, the group divided into paid and controlled publications for two hours to discuss ways to maintain and improve upon existing practices and to devise new circulation procedures.

"We have received very positive feedback from many of the the participants. The interaction among the circulation personnel, in the context of the individual publication presentations and paid and controlled breakouts, was very positive and was considered to be some of the most useful time spent at an off-site," Beitia said.

"I felt that everyone participated in a lot of dialogue with members of all business units, and I'm sure we walked away knowing more about each other's publications than we did before the meeting began," Vanek concluded.

Be our guest

Any IDG employees interested in attending U.S. events organized by World Expo can obtain passes from the World Expo office in Framingham (telephone 508-879-6700).

To attend the SunWorld '94 Conference and Exposition to be held June 13-18 at the Moscone Center in San Francisco, contact Rachel Winett for press passes. For Exhibits Etc. passes, or to learn more about the conference and tutorial programs, contact Susan Granata, Lynn Fullerton or Jason Kirkfield. The exhibits pass includes free admission to the exhibits, keynotes and vendor briefings.

To register via the Internet Telnet to: RCSREG.COM and login as SUNWORLD.

Outside client augments List Services' reputation

In January IDG List Services broke new ground when it became the list manager for the Institute for International Research (IIR), its first non-IDG account. IIR, one of the leading organizers of conferences for the business-to-business and information technology arenas, extended an offer to bid to President **Deb Goldstein** and subsequently offered her the IIR account.

List Services will manage all of IIR's domestic institutes which collectively have a 1.5 million name database.

The offer made by IIR to Goldstein is "a result of the way in which Deb positioned our lists by setting an appropriate price and standing firm," said **Pat Sims**, Lists Services' marketing manager. As a List Services customer for seven years, IIR did not always appreciate Goldstein's steadfastness, but when selecting a list manager, they capitalized on that trait.

A FULL-SERVICE MANAGER

The IIR account has opened up a whole new arena for List Services. Although the staff often discussed tracking down outside clients, the idea did not come to fruition until now. "In many respects we really had a full plate. Our mission has always been to serve IDG, but we felt it necessary to go outside to build List Services' reputation as a full-service manager," Goldstein commented.

The initial undertaking is always the most difficult when branching out into new markets, but "IIR is a good strategic choice because it combines business- and computer-related issues and gives us a foot in the door for other outside accounts," said Goldstein. "We will begin to actively seek outside accounts and will be more aggressive in terms of pursuing lists to manage."

As always, List Services will continue to support internal IDG units while recruiting either software customer files or business-to-business lists as external accounts. Goldstein feels that IDG will reap the rewards of List Services' management of outside accounts. "We needed to broaden our scope in dealing with business-to-business mailers to benefit IDG through broader experience and involvement and to improve cross-sell opportunities for secondary markets for IDG lists," she said.

Test your IT IQ: A sampling of questions from the 1994 Computer Bowl

1. What is President Bill Clinton's Internet E-mail address?

2. Supercomputers used for DNA sequencing played a major role in the movie *Jurassic Park*. What brand of supercomputers was featured in the novel *Jurassic Park*?

3. In what 1974 movie did George Segal have a computer implanted in his brain?

4. What does the acronym "SEGA" stand for?

5. Of the following, who does not wear an earring? Jean Louis Gassee, Steven Wallach or Philippe Kahn?

6. Was the internal pre-release name of Borland's Quattro spreadsheet: a) Buddha b) Rows and Columns or c) Spreadsheets R Us?

7. How many buttons did Doug Engelbart's first mouse have?

8. A recent report on computers in U.S. public schools rated the 50 states on how many computers are available in school per student. Of these four states, which one ranked No. 1? a) Alaska, b) California, c) Minnesota or d) Massachusetts?

9. According to the book *The Green PC*, what is the annual cost for generating the electricity it takes to run all the world's PCs? a) $900 million b) $1.5 billion c) $4.6 billion or d) $10 billion

10. Where does the "Gopher" search software on the Internet get its name?

1. president@whitehouse.gov 2. Cray in the novel (and Thinking Machines in the movie) 3. *The Terminal Man*. 4. Service Games 5. Philippe Kahn 6. Buddha, based on Borland's pun — and hope — that Quattro would "assume the Lotus position." 7. Three 8. Alaska 9. $4.6 billion 10. The University of Minnesota's mascot, the gopher.

Bidders

- FROM PAGE 1

Coast industry executives defeated their West Coast rivals.

After the auction, Beach and McGovern offered Gates an identical publisher's package if he would match Bell's bid, and Gates agreed.

As a first step, the fledgling publishers will each author op-ed pieces for a *Computerworld* U.S. issue, and their names will appear on the masthead. Beach and Microsoft's PR firm are also trying to arrange for Gates to spend time in Framingham with a group of IDC analysts, senior IDG journalists and IDG News Service correspondents to discuss his vision of Microsoft in light of its recent reorganization.

Gates' and Bell's plans to visit *Computerworld* offices outside the U.S. have yet to be determined, but Australia and China are possible destinations, Beach said.

Thanks to Gail Jennes at Boston's Computer Museum for supplying the trivia questions at left.

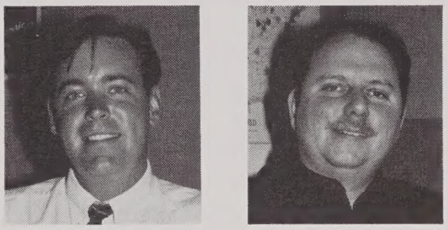
Thomas Cook offers broad range of benefits for IDG's U.S. travelers

This page introduces a new travel column that will feature travel tips and announcements every few weeks.

Lyndsey Pomella, manager of Thomas Cook Travel for IDG, oversees a staff of seven in two offices. The office at 5 Speen Street in Framingham makes arrangements for travelers based on the East Coast and the agents at 501 Second Street in San Francisco meet the needs of IDG West Coast employees.

The affiliation between Thomas Cook and IDG began in 1982, and the staff of both offices are contracted exclusively for IDG business units. IDG employees are eligible for special discounts on airline fares, rental cars, hotel reservations, meeting rates and shuttle services when they reserve through Thomas Cook. Lyndsey and her staff invite employee feedback on ways to make travel more convenient, affordable and enjoyable.

Some of the services already in place include confidential computerized profiles for each corporate traveler who has booked through Thomas Cook, detailing seat preferences and frequent flier numbers; a fully automated reservations system; overnight ticket and boarding pass delivery; refunds for unused tickets; a 24-hour, toll-free emergency service number; international services including visa and passport assistance; and discounted vacation packages.



Michael McCarthy and Jay Combs staff Thomas Cook's IDG office in San Francisco.

THOMAS COOK
CONTACT INFORMATION

Framingham:
tel: 508-935-4432
800-743-4432
fax: 508-935-4021

San Francisco:
tel: 415-267-1740

emergency services:
tel: 800-225-3353

Thomas Cook

World Update photos

Thomas Cook's IDG office in Framingham features the hard-working staff of (left to right) Ivy Marchioni, Wendy Donnellan, Joanne Boyd, Rachel Tognazzi and Lyndsey Pomella.

AN UPDATE FROM THOMAS COOK

Travel profiles ensure fast, accurate service

Thomas Cook Travel takes seriously its responsibility to make your business trip as comfortable and pleasant as possible. To do so, we need to know your travel preferences: seat location, special meals, hotel accommodations, frequent flier programs, car rental club membership and other special requirements.

Your confidential information is stored on our computerized reservations system so that it can be accessed by any Thomas Cook travel counselor every time you call for a travel request. Your travel profile enables us to make your arrangements quickly and accurately.

It is important that any changes, additions or deletions in your travel profile be communicated to the travel office so that updates can be made immediately. This is extremely important for employees who have been issued personal American Express cards for business purposes.

DISCOUNT AIRLINE FARES

On behalf of IDG Thomas Cook Travel has negotiated discounted air fares with the following carriers:

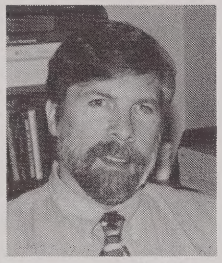
- United: domestic and international flights
- American: domestic flights
- US Air: domestic flights
- Delta: domestic flights
- Continental: domestic flights (excludes flights to Houston and Ellington, Texas)

Due to stringent laws governing confidentiality, we are unable to print the specified discount amounts. However, these discounts are estimated to save IDG approximately $300,000 - $500,000 annually. Please contact the travel office for more information.

Send your travel questions to World Update, fax (617) 423-0712

Noteworthy!

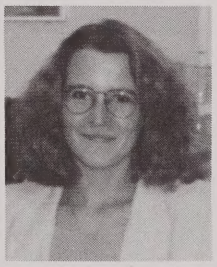
PROMOTIONS


McCreary

World Update

CIO has announced two promotions in its editorial department. **Lew McCreary** has been named executive editor. Lew joined *CIO* in 1987 and has been responsible for the day-to-day production operations of the magazine, coaching writers and managing the idea generation process.

“Lew has also worked tirelessly as a member of the *CIO* editorial team to fine tune the magazine and give it the unique look it has today. This promotion recognizes the importance of Lew’s role and assures his continued attention to the strategic growth of our publication,” said Editor-in-Chief Marcia Blumenthal.


Lundberg

World Update

Abbie Lundberg has assumed the position of managing editor. Originally hired in 1988 as a copy editor, Abbie quickly became an editor and was subsequently promoted to associate editor and associate managing editor. She was instrumental in devising the editorial department’s new operational procedures and developed the concepts for the magazine’s “State of the Art” and “Working Smart” columns. “Abbie will continue her fine editing and supervision duties and she will increasingly manage our column generation and editing process,” Blumenthal said.

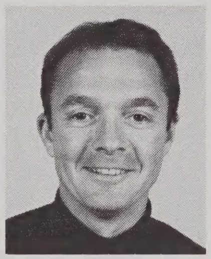
■ ■ ■

Christine Burns has been promoted to senior writer at *Network World.* Christine began writing for *NW* over a year ago covering the LAN beat and breaking news for front-page stories on companies such as IBM, Microsoft and Banyan. “She’s made all the right moves along the way...and she’s demonstrated real team spirit,” said Assistant Managing Editor/News Paul Desmond. “Christine has been a great addition to our staff.”

Burns

World Update

NEW EMPLOYEES


Karnig

TechMedia

Peter Karnig has been named publisher of *Digital Video Magazine.* Most recently vice president and general manager of Appsoft, a California-based company that markets productivity applications, Peter was previously the publishing and graphics advocate for NeXT Computer.

He has a broad base of experience in the publishing industry having served as group publisher for International Typeface Corp. and associate publisher and director of special advertising programs for the Aerospace and Defense Group at McGraw-Hill, where he was awarded the Corporate Excellence Award for information technology.

“Our readers and advertising clients alike will benefit from this addition to the management team at *Digital Video*,” said President Dale Strang. “Not only will Peter champion the editorial product in its commitment to covering all the emerging digital technologies for our readers, he will also work to find innovative marketing solutions for our advertising community. I’m very enthusiastic about the vision he’ll bring to our team,” Strang said.

■ ■ ■

Julia King is senior editor for management at *Computerworld.* Julia brings twelve years of experience covering information technology issues for *Computerworld, Network World,* and *Federal Computer Week* and was an editor for *Information Week.* As an undergraduate, she double majored in political science and English at the University of Pittsburgh, where she also earned an MA in public and international affairs. She enjoys gardening, reading and swimming.

■ ■ ■

Mullen

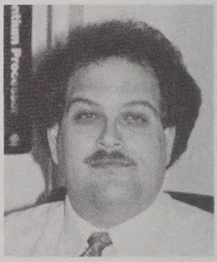
World Update

Carol Mullen has been hired as an account executive for CW Database Division. Carol will be involved in trade shows, presentations and forecasting to maintain CWDD’s existing client base and recruit new business. She graduated from Salem State College with a degree in business administration and management. Her out-of-office passions include aerobics, skiing, painting and golfing.

■ ■ ■

Valerie Hoecke joins *Advanced Systems* as assistant to Publisher Stan Vanocur. Valerie, a student of African history, was previously employed as a human resources assistant. In her free time Valerie enjoys rock climbing.

■ ■ ■


Kusnetzky

World Update

IDC welcomes **Daniel Kusnetzky** as a research manager. Daniel was previously PC Unix business manager for DEC and in his new capacity he will oversee Unix research and advanced operating environmental software. He received an A.A. in chemistry from Johnson County College and outside the office writes and participates as a regional ECR spiritual aide for Ecrankar in Massachusetts.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Ann Clark - IDC

THIRTEEN YEARS
Colleen Garland - Computerworld

NINE YEARS
Ann Dillon - TechMedia Publishing

SEVEN YEARS
Patricia Powers - Computerworld
Julia Blelock - LINK
Michael Deutsch - IDC

SIX YEARS
Hae Yuon Kim - Macworld
Joan Kelly - Macworld

FIVE YEARS
Bruce Witney - IDC
Rhea Stafford - Macworld

FOUR YEARS
Judy Mallman - InfoWorld
Gerardine McKeon - IDC U.K.
Mandy Tse-Wong - IDG

THREE YEARS
Torgny Husén - IDG Sweden
Clare Gledhill - Macworld U.K.
Wendi Smith - Macworld
Marcel Forte - Macworld
Jacqueline Kan - Macworld
Hiroko Kusakabe - Macworld Japan

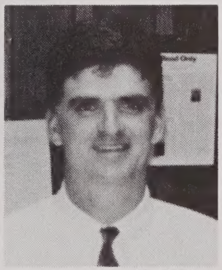
TWO YEARS
Gary Palmer - InfoWorld
Jacob Buhl Jensen - IDG Denmark
Ercument Tasdemir - IDG Turkey

ONE YEAR
Kelly Kavanaugh - IDC/G
Tracy Corbo Sasseville - IDC
Brian Fuce - IDC
Gina Smith - Infotainment World
Mark Belinsky - EMS
Stephen Martin - InfoWorld
Paul Devine - Macworld
Elizabeth Reagh - Macworld

Chairman's achievers

Chris Williams
Vice President/Publisher
IDG Books/Programmers Press

In only six months Chris Williams launched the first decentralized start-up business unit for IDG Books in Braintree, Mass., and established two of his three first books as national bestsellers. "He is the epitome of the entrepreneurial spirit at IDG Books. He has built an exceptional team and is tireless in his pursuit of T.N.B.I. (The Next Big Idea)," said IDG Books President John Kilcullen.


Williams *World Update*

Before founding Benchmark Press five years ago, Chris gained 15 years of experience in publishing through various positions in sales, editorial, production and senior management at Prentice Hall, Random House, Simon and Schuster and MIS Press. Kilcullen describes Chris as the "ideal pioneer of the new IDG Books decentralized culture."

The success of Chris' venture, 3,000 miles from the corporate office, has served to enforce IDG Books' decentralized model and spawned five additional business units.

To nominate a Chairman's Achiever, managers can request a form from the IDG Chairman's office, fax 617-859-8642.

Calendar

European Publishing Institute
May 30-June 1
Vienna Plana Hotel
Vienna, Austria

Computerworld Smithsonian Awards
June 6
Washington, D.C.

Enterprise '94
June 8-10
Boston, Mass.

European Computerworld Product Line Meeting
June 9-11
Oslo, Norway

SunWorld/San Francisco
June 13-16
Moscone Convention Center
San Francisco, Calif.

Windows World/Tokyo
June 15-17
Nippon Convention Center
Makuhari Messe
Tokyo, Japan

Asian Managers Meeting
June 19-20
Auckland, New Zealand

Object World/London
June 20-24
Olympia Hotel
London, England

Computerworld Expo/Wellington
June 21-23
Michael Fowler Center
Wellington, New Zealand

U.S. Chief Editors Meeting
June 26-28
Norwich Inn and Spa
Norwich, Conn.

ITrivia ? ? ?

And the winner is...

Cathy Kelly
IDG Tax Department
Framingham

The trivia quiz at right first appeared in the April 25 issue of *IDG World Update*. Questions were taken from articles in the April 11, April 18 and April 25 issues of *World Update*. Employees who sent in correct answers were entered into a random drawing for a $20 restaurant gift certificate. Bon appetit, Cathy!

A set of fine *IDG World Update* writing utensils will be sent to the employees below who also submitted correct answers:

Ellen Sanderson, PC World (Natick, Mass.); **Marc Calvanico**, InfoWorld; **Vincent Burns**, Infotainment World; **Valery Bourke**, IDG Books Midwest; **Marsha Aquafresca** and **Maureen Rondeau**, IMS; **Lisa Humphries**, IDG List Services; **Amy Silberman**, Corporate Support Center; **Mike Malone**, IDG IS; **Sabrina Valcarcel**, IDG Argentina; **Carl Strolle**, Advanced Systems; **Jason Kirkfield**, IDG World Expo.

Stay tuned for the next installment of ITrivia, coming soon to an *IDG World Update* near you.

1) How many graduates has the Publishing Institute produced?
A. 55 B.123 C. 86

2) What musical group performed at UniForum '94?
A. Pearl Jam B. The Beach Boys C. The Four Tops

3) Who is the new publisher of Advanced Systems?
A. Stan Vanocur B. Bruce Gray C. Ronald Resnick

4) What is the name of the company IDG has a license with in Israel?
A. Computers Mideast B. People & Computers C. Tel Aviv Publishing

5) What is the newest publication from IDG's licensee in Colombia?
A. InfoWorld B. PC World C. Computerworld

6) What is Indonesia's estimated installed base of PCs?
A. 1.2 million B. 750,000 C. 2.6 million

7) Which country does not currently have an IDC office?
A. Venezuela B. Bolivia C. Chile

8) What's the name of LINK Resources' new CIS program?
A. Portable Computing B.Wireless Communication C. Multimedia

9) Electronic Marketplace Systems is targeting its on-line Electronic Marketplace product at companies with more than how many employees?
A. 25 B. 50 C. 100

10) Since its establishment in 1987, CIO has expanded its office space by how much?
A. 50% B. 78% C. 109%

ANSWERS
1) C 2) B 3) A 4) B 5) B 6) A 7) B
8) B 9) B 10) C

IDG World Update

PUBLISHER
David F. Hill
617-423-9030
E.mail: D.Hill

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406
E.mail: P.Smith E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.mail:L.Ryan

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

IDG's U.S. financial managers meet to foster synergies
- PAGE 2

On line: IW's Jim Casella discusses his new role
- PAGE 3

Four from Framingham celebrate 10 years
- PAGE 5

IDG World Update

VOLUME 24, NUMBER 22

MAY 30, 1994

Licensee targets Canada's active reseller market

IDG's Canadian licensee, Laurentian Technomedia Inc. (LTI), introduced a new monthly publication this month targeted to value-added resellers and systems integrators. *InfoCanada Reseller World* joins IDG France's *Distributique* as the only IDG publications devoted exclusively to the dealer market.

According to **Andrew White**, LTI's publisher and chief operating officer, preliminary research showed that resellers were reading *InfoCanada* for the tests, reviews and consumer news while relying on two rival reseller publications — one of which was not doing well — for market news and information. LTI decided to tap into the $4 million ad market by developing a product that provided both kinds of content.

INFO CANADA RESELLER WORLD

VOLUME 1, NO. 1 THE NEWS SOURCE FOR CANADIAN VARs AND SIs MAY 1994

Retail disappoints; VARs key for Newton

Microsoft says selling MS-DOS 6.2 legal in Canada

Channel Angle

A Closer Look

Channel feeling pressure as Canadian dollar shrinks

Novell, WordPerfect prepare for groupware

-SEE PAGE 4

PC World/LAN Expo draws thousands to Shanghai

Hugo Hsiung

IDG Chairman Pat McGovern cuts the opening ribbon at last month's first PC World/LAN Expo '94 held in Shanghai, China's leading financial center.

Designed to address the increasing interest and need for networking in China's burgeoning business environment, last month's PC World/LAN Expo attracted thousands to the Shanghai Exhibition Centre to see the latest in PCs, workstations, network management and security products and application software.

Organized by China Computerworld Publishing Co., a joint venture between IDG and China's Ministry of Electronic Industry, the show drew 35,000 network managers, MIS managers, resellers, VARs, integrators and company executives from the financial, banking, manufacturing, trading, government, military, transportation,

-SEE PAGE 4

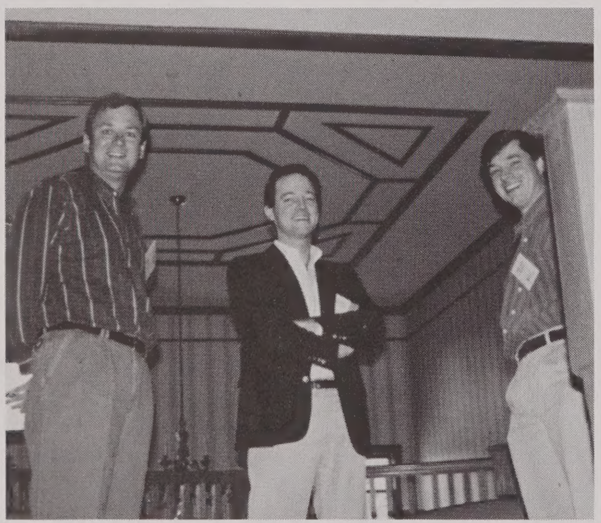
Financial Managers Meeting spawns ongoing work

Task forces will address areas of joint concern to U.S. business units

The second functional meeting for IDG financial managers, held in Tyngsboro, Mass., April 28-29, provided valuable networking opportunities for attendees and served as a springboard for future action.

The combination of speakers, panels and discussion groups allowed participants a chance to interact with their colleagues. "It is the networking between people, the ability of people to meet their peers and see face-to-face those people they work with that is the most important facet of these meetings," said Vice President/Corporate Controller **Ted Bloom**, who co-chaired the meeting.

Co-Chair and Vice President/Financial Analysis and Planning **Susan Petrie** described the two-day session as even more successful than its predecessor. This was due to the open exchange of information among business units and "the fact that we left the meeting with an action plan and will continue to communicate and work together in the future to keep each other informed."



(l-r) Bob Peterson, InfoWorld; Mark Sullivan, IDC; and Steve Pelosi, IDG Finance, relax during a break in the action.

Apart from the regular informational sessions, which included financial reports and updates on tax and accounting procedures, the meeting led to the formation of task forces to address volume buying (targeting areas where IDG U.S. business units can save money and improve service by purchasing in quantity on long-distance telephone carriers, office supplies and computer equipment); standardizing forecasts and statistics; and the purchase of a new General Ledger system.

(l-r) Bob Norberg, IDG World Expo; Donna Moschella, IDG Finance; Colleen Hurley, ETA; and Bob Peterson, InfoWorld were among the 37 employees attending last month's meeting.

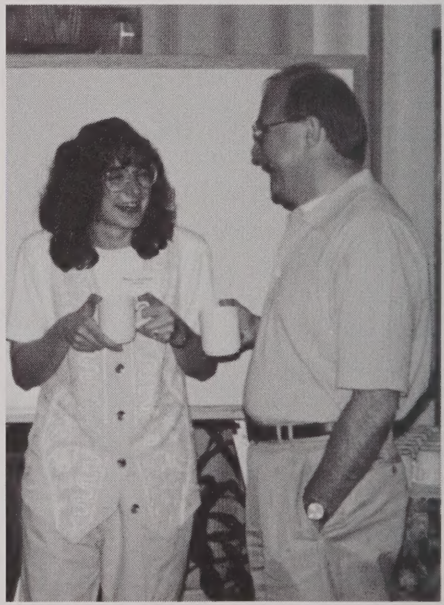
PRODUCT CHAMPIONS

The task forces only skimmed the surface of these issues at the meeting but assigned a product champion to each topic to spearhead research and to facilitate continued communication among task force members and meeting participants.

Nancy Newkirk, Director of Information Services, and the group focusing on purchasing a new General Ledger will compile criteria and questions from financial managers and work with the GL vendors to incorporate those concerns into their demos for East and West Coast business units. Newkirk hopes to select the new system by September 1994 and to be in production for FY96. The new system will allow better access to financial data and provide more timely information to IDG business units.

The work of the task forces and other independent initiatives, such as Accounting Manager **John St. Martin**'s solicitation of revenue generating ideas from each attendees' business unit, ensured that action did not end with the close of the meeting.

Revenue generating ideas will be compiled and distributed to IDG business units in an attempt to further the sharing of know-how and effective practices among individual IDG companies.

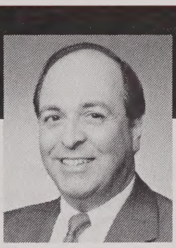


photos by Lisa Ryan-Bonfantino

Maria Lanzillotti, IDG Tax; and Walter Manninen, CIO enjoy a laugh.

On line

ASK JIM



Jim Casella, InfoWorld's departing president and COO, will soon assume his new full-time duties as a member of IDG's Management Committee. This week, he answers your questions.

Q How is the search for your replacement coming along?

A InfoWorld Publishing Co. has retained the executive search firm Heidrick & Struggles to conduct a search for a president. The senior management team recently met with the lead consultant, and he has also received input from Martha Stephens on the profile of a president for an IDG business unit. With this input he has begun the search process. I anticipate that we will begin to see candidates sometime in June.

Q With you leaving *InfoWorld* and Publisher/CEO Bob Metcalfe stepping down to assume a more active editorial role as an *IW* columnist, do you envision both of you will be replaced or could the positions of publisher and president be combined?

A Bob and I determined this decision should be made by the new president, not by us. Yet we both have a sense that InfoWorld has become large enough, and the market so competitive, that the most likely scenario is that there will be a president and another individual will carry the title of publisher. I am certain the new president will get input from the team at IW and the marketplace prior to making a decision on this.

Q Have you started to assume some of your new responsibilities as a member of IDG's Management Committee at the Corporate Support Center?

A At the moment I am trying to balance two jobs. I have been attending Management Committee meetings with Susan Petrie,Kelly Conlin, Marion Kibbee and Ted Bloom, as well as the monthly IDG financial review meetings. I am also still playing an active role as president of InfoWorld. The excellent team at InfoWorld has enabled me to do this.

Q When will you be moving to the East Coast?

A I plan to take an apartment in Boston sometime in the summer. I will also maintain my residence in Blackhawk, outside of San Francisco. I plan to spend much of my time meeting with our customers and, when requested, with our business units. Therefore my travel schedule will be heavy, and Logan Airport and San Francisco Airport may be the most likely place to look for me on any given Monday!

Q Can you tell us any more about what your new role as a member of IDG's Management Committee will entail?

A We are still in the process of working out recommended responsibilities and will be providing the Executive Committee with those sometime in the summer. Given my publishing background, I anticipate that my own responsibilities will end up being primarily operational.

Q *InfoWorld* has historically faced a tough competitor in *PC Week*. Given that *IW* is first and foremost a news publication, how does it compete effectively against a newsweekly that fields almost twice the number of reporters?

A In the past this was true, but Stewart Alsop, Bob Metcalfe and I determined early on that we needed to provide the *InfoWorld* news department the resources with which to compete effectively with *PC Week*. Today, if you study the mastheads of both publications, you will find that we are almost at parity with them, not only in the news department but across the entire editorial department. We are very proud that this was recognized in the recent Computer Press Awards where *InfoWorld* was cited for the "Best News Story" for 1993! The news story that won was for our reporting on DOS 6.0.

Q IDG just held its first On-line Functional Meeting, attracting a broad range of attendees from many different business units. How do you envision IDG embracing this technology in the coming years?

A This rapidly changing and expanding area will become more and more important to IDG in the future. It is important that our business units continue to investigate and participate in on-line ventures. The paradigm shift that is occurring will provide tremendous opportunities for those that own content and have recognizable brands. With the tremendous response we had to the On-Line Functional Meeting, I know that most of our business units are investing resources to be certain that they will participate in this exciting and challenging marketplace.

Q *InfoWorld*, like many of IDG's business units, is having a very good year. To what do you attribute the company's performance?

A Bob Metcalfe, Stewart Alsop, the senior management team of IW and I made a commitment two years ago to making IW fully competitive with *PC Week* by providing more value to our customers, both readers and advertisers. We have invested heavily to keep this commitment, and the marketplace has rewarded us with dramatic gains in advertising pages and revenues. This has allowed us to continue to differentiate *InfoWorld* from *PC Week* and to demonstrate that *InfoWorld* deserves to be the No. 1 publication in its category. Our recent "Courage" campaign is one example of how we have brought this message to our advertisers.

Questions for regular columnists IDG Chairman Pat McGovern, President Walter Boyd and Executive VP/Finance Bill Murphy may be submitted anonymously to World Update *via fax 617-423-0712.*

Reseller

-FROM PAGE 1

InfoCanada Reseller World contains 16 pages of reseller-specific information, along with a new front page, wrapped around a full issue of *InfoCanada*. The initial circulation is 14,000, which includes resellers who previously subscribed to *InfoCanada* and potential subscribers drawn from the mailing lists of four major distributors.

White said the printing method has kept costs down, and the demographic edition gives advertisers a variety of placement options. Moreover, "companies that want to reach the reseller market represent a new territory for us," White said. "A lot of these companies don't advertise in our other publications, so we've gained a whole new customer base."

> ***"Companies that want to reach the reseller market represent a new territory for us. A lot of them don't advertise in our other publications, so we've gained a whole new customer base."***
>
> **-Andrew White**

DIFFERENT MENTALITY

One of the challenges facing *InfoCanada Reseller World* lies in learning to better understand the market. White said he had to set up an entirely new rate sheet to take into consideration the resellers' "different mentality."

Since resellers often use co-op dollars from vendors for ads rather their own money, they are not as interested in upfront discounts on multiple buys, for example.

Grace Casselman, who previously worked for one of Laurentian's competitors, will be steering LTI's newest ship in the right direction as *Reseller*'s associate editor.

LTI launches *Client/Server World*

Laurentian Technomedia has hopped on the client/server bandwagon with a "focus issue," ***Client/Server World*****, that will appear twice in 1994.** ***Client/Server World*** **debuted this month, distributed in a polybag to 80,000 subscribers of** ***InfoCanada, Network World Canada, CIO Canada*** **and** ***ComputerWorld Canada.***

Although it resembles the U.S. ***Computerworld Client/Server Journal*****, the bulk of** ***Client/Server World*****'s editorial is locally produced. Under the restrictive Canadian press laws, designed to prevent encroachment from foreign publishers, no more than 20% of editorial can be taken from non-Canadian publications.**

Shanghai

-FROM PAGE 1

aerospace and academic/research/scientific sectors. Some 140 booths were sold, and the show attracted an international array of vendors from the U.S. , Europe and China. Vendors on hand included Synoptics, 3Com, AST Computer, Allied Telesis, Cabletron, Silicon Graphics, AT&T China and Chipcom.

China currently boasts an installed base of over one million PCs and more than 8,000 workstations, with shipments of new computers growing at a phenomenal annual rate of 30%, making it the fastest growing IT market in the world today, according to IDC China/Hong Kong Ltd.

Shanghai is China's premier financial and commercial center, and this show represented IDG's first foray into this important area. PC World/LAN Expo will be held again next April.

记本式电脑及外围设备(深圳)展览交易洽谈
IONAL NOTEB COMPUTER & PERIPHERALS EXPO (SHENZHEN)
STS:
OFF MINISTRY ELECTR USTRY
究中心
集团 (IDG
ROUP
技服务(深圳)有
VICE (SHENZH

IDG Shenzhen

A second show was held in China last month — the second International Notebook Computer and Peripherals Expo — organized by IDG Shenzhen and China's Ministry of Electronic Industry. Above, IDG Chairman Pat McGovern (l) stands with (l-r) Zhong Lituo, general manager of IDG (Shenzhen) World Expo Division; Hugo Hsiung, director, IDG Asia Business Development; Du Juan, general manager, IMS China; and Shi Huaxian, deputy general manager of IDG Shenzhen.

IDG Job Opportunities Update

Monday, May 30, 1994

FINANCIAL ANALYST (IDG)

The individual in this position will be analyzing and reporting consolidated actual and projected financial results. Candidate will review strategic plans and operating budgets as well as provide analyses to senior management. Excellent communication skills essential. A BS in finance or accounting plus two years experience in budgeting and consolidations required. MBA or publishing experience a plus.

PART-TIME CIRCULATION ASSISTANT (NW))

The person in this position will be responsible for supporting the circulation function in a variety of tasks. Candidate must be PC proficient and possess excellent communication skills.

TEST DEVELOPER (IW)

Candidate will be responsible for developing local-area network test suites for the InfoWorld Test Center. Individual must have a minimum of three years employment as a LAN testing specialist, integrator or troubleshooter, primarily for the Novell NetWare networks. Communication and documentation skills required. Employment in a computer publication lab is a plus.

DISTRIBUTION MANAGER (IDG/B)

The individual in this position will direct a cost-effective distribution operation for IDG Books Worldwide. Candidate will direct, supervise and coordinate all ongoing operations relating to the receipt, storage, packaging and shipment of products at distribution centers. 7+ years in distribution plus 3 years in management is required. Knowledge of computers, spreadsheets and word-processing is necessary. A degree in Transportation/Distribution, Industrial Engineering or Management preferred.

MANUFACTURING COORDINATOR (IDG/B)

The ideal candidate will provide support and assist with the manufacturing responsibilities in the Manufacturing Department. Individual will process approved invoices by coding with the appropriate book account numbers and file hard copies with the purchase orders. Responsibilities will include maintaining the manufacturing library of all current titles and keeping accurate records of the job files.

CIRCULATION PROMOTION COORDINATOR (PCW)

This individual will be responsible for monthly insert card promotions, working with copywriters and designers, and analyzing responses on a monthly basis. Duties include assisting with monthly financial reconciliations. 1-3 years experience in magazine circulation and/or direct marketing required. Strong analytical and computer skills (Word and Excel for Windows) preferred.

CIRCULATION ASSISTANT (PCW)

The person in this position will be responsible for updating and maintaining the Renewal Reporting package using Neodata reports. Individual will coordinate the Canadian and foreign distribution and track weekly delivery of edition labels to the printer. Qualified candidate must have experience with basic spreadsheet design and analysis on Excel in Windows. Knowledge of magazine circulation marketing and fulfillment concepts necessary.

MARKETING COORDINATOR, PROMOTION & PUBLIC RELATIONS (IMI)

Ideal candidate will assist and coordinate the development and distribution of effective, high quality promotional materials to support the advertising sales efforts of Advanced Systems magazine. Major areas of responsibility will be to design and produce promotional materials, seek qualified vendors and establish and maintain productive work relationships. Candidate will assist the publisher in developing public relations programs to promote the magazines' position in the industry.

ADMINISTRATIVE ASSISTANT - PUBLISH (IMI)

The person in this position will provide administrative support to the Publisher and act as liaison with other departments and outside vendors. Excellent communication skills are necessary. Knowledge of computers is essential. Individual must be flexible and be able to handle many tasks simultaneously.

ASSOCIATE EDITOR - GAMEPRO (IFTW)

Ideal candidate must be a dynamic, experienced editorial professional who will report on and review new products, industry trends and news covering key companies. A minimum of three years editorial experience with a broad background in multimedia is necessary. Excellent communication skills, creativity and self-motivation are a must.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette Piper Fowler	(508)935-4605 (508)935-4796
FCW/IDC Gov't/WEC/ LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/ Publish/Advanced Systems	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan Jamie Maroney	(415)312-0611 (317)895-5222

IDG Job Opportunities Update

May 30, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Financial Analyst	Boston, MA	S. Perry	(508)820-8160
IDG	Director, National Accounts	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	West Coast Correspondent	IDG Int'l. Pub Serv. San Francisco,CA	R. Garretson	(617)423-9030
WEC	Exhibit Services Coordinator	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2) ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Senior Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Imaging Services Supervisor	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NW	Senior Editor	San Francisco, CA	M. Cornetta	(508)935-4734
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Research	Mountian View, CA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountian View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
CWI	West Coast Sales Director	Burlingame, CA	L. Craven	(708)798-1113
CWI	Research Analyst	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Database Developer	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Mail Clerk	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Traffic/Production Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Fulfillment Coordinator	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Telemarketing Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

May 30, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Assistant to the Publisher	Indianapolis, IN	M. Collins	(415)312-0647
IDG/B	Marketing Coordinator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Manager of Store Program Support	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Braintree, MA	C. Williams	(617)849-0800
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Circulation Promotion Coordinator	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)978-7344
MAC	Account Representative (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Sales Development Manager	San Francisco, CA	C. Koral	(415)978-7309
MAC	Director, Telesales Operations	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Administrative Assistant	Publish, San Francisco, CA	F. Lee	(415)692-1596
IMI	Marketing Coordinator, Promo & PR	Advanced Sys. San Francisco, CA	F. Lee	(415)692-1596
IMI	Reviews Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Feature Writer	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)692-1596
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286)2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

Framingham employees mark 10th anniversaries

A familiar voice — if not face — to colleagues and clients, **Mary Rinaldo** has spent the past 10 years as the first person many people talk to when calling IDG. Originally hired in February 1984 as a switchboard operator at *Computerworld*, Mary moved to *Network World* in 1989. Today, as telecommunications administrator, her responsibilities have grown to include setting up phones and phone mail for new employees and giving them operating instructions.

While keeping up with everyday changes is the challenging part of her job, working with her colleagues and greeting guests in the reception area remain the best part. "I'm a very people-oriented person; otherwise, I might not have stayed here for 10 years," Mary said. "It was fun when I started, and then the years kept going by [the same way]. Reaching 10 years has been a great high." In recognition of her dedication to customer service, Mary received *Network World*'s monthly Customer Satisfaction Award in May.

When she's home in Ashland, Mass., Mary enjoys keeping up with her eight-year-old grandson and five-year-old granddaughter, "the joy of my life."

Barbara Sands, manager of data acquisition at the Computerworld Database Division, has been involved in data collection through the division's various incarnations as an IDC department, Global Data Resources, Installed Technology International and now CWDD. First a part-time telephone interviewer in 1982, Barbara became a full-time employee in January 1984 and later moved up to be a project leader and supervisor.

She now manages a staff of 14 people who are involved in customized, ad hoc surveys for *CW* advertisers; identification of qualified, high profile IS buyers for surveying, and data collection for the VAR database. According to Barbara, her work has been interesting because she deals with many personalities and challenging because she has to accomplish many different projects at once.

IDG Chairman Pat McGovern hosted a group dinner at the Ritz-Carlton in Boston for the latest crop of 10th anniversary celebrants. (Left to right) Barbara Sands, Mary Rinaldo, Marcia Farrington and Valerie Sanclemente.

Barbara served on one of the committees for *CW*'s 25th anniversary party and has been involved in some of the Chairman's Council activities, such as the holiday giving tree and Operation Cranberry Sauce. "I like the fact that IDG lives up to its community responsibilities," she said. "I feel good about this company; I'll stay here as long as they'll have me!"

Marcia Farrington has spent her career at IDC, beginning as a temp in the telephone message center in January 1984 and later as an assistant in the User Services section. For the past three years, as manager of Software Client Services, Marcia has been involved in all aspects of client support from directing inquiries to the right people to making sure reports and other information get sent to customers on time. She also serves as Senior Vice President David Vellante's assistant.

The most challenging part of her job? "Keeping things up to date, keeping clients happy and keeping the people I work with happy." Marcia said she is proud to be part of the software group, whose clients have almost doubled in number since she started (and she doesn't mind the extra work at all!)

Outside the office, Marcia enjoys needlepoint, gardening and playing golf — not as much as she'd like to — near her home in Ashland.

Valerie Sanclemente has seen many facets of IDG since joining the company in April 1984. She first joined IDC's Vendor Services group as an administrative assistant, moved on to IDG's MIS department in 1986 and later spent almost four years in the Chairman's Office. "Supporting the executives there was an exciting time because there was always something going on," Valerie said.

Four years ago, Valerie transferred to IDG Paper Services. Now the database administrator, she is repsonsible for working with printing companies, merchants and mills to track the monthly paper usage and inventory for IDG's publishing companies. She generates and issues detailed reports for IDG's corporate controller and production directors; getting the database up and running has been her biggest challenge.

Reflecting on how IDG compares to other places she's worked, Valerie said what stands out is that "IDG is a very progressive company in terms of benefits, training and its concern for employee welfare. I'm proud to represent IDG through my work with Paper Services, and I'm looking forward to many years to come!"

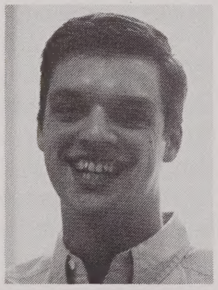
Noteworthy !

PROMOTIONS

Sykes World Update

Rebecca Sykes has been promoted to assistant editor for the IDG News Service and will be responsible for the features wire. Rebecca has been with IDG since 1991, most recently as editorial assistant for the News Group, and prior to that as assistant to International Publishing Services President David Hill. She graduated from Earlham College in Richmond, Ind., and enjoys hiking in her free time.

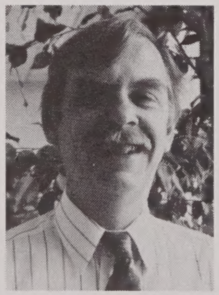
NEW EMPLOYEES



Ouellette Mary Beth Welch

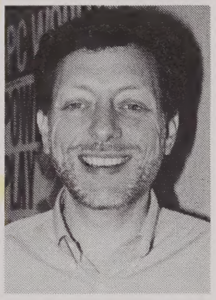
Tim Ouellette has joined *Computerworld* as a new products writer. As a contract specialist for the U.S. Marine Corps, Tim managed defense contracts for the federal government. He graduated from the University of New Hampshire with a BA in English and minored in business. Outside the office Tim enjoys running, hiking and playing soccer.

■ ■ ■



Condon Julie Dunn

PC World rolls out the red carpet for three new employees. **Randall Condon** is director of MIS for PCW Communications where he will plan and implement the MIS budget for FY95, supervise special projects and create the MIS strategic plan. He studied humanities at New College of California and underwent extensive professional training at IBM, Novell and Apple. In his free time Randall delves into California history, bicycles and plays darts.



Lasky Julie Dunn

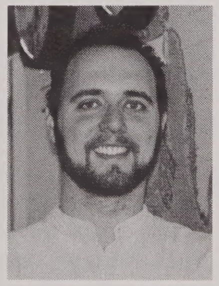
As associate editor, **Michael Lasky** will have writing and editing responsibilities for features and special sections of *PC World*. Michael was previously associate editor for *Corporate Computing* and a contributing editor for *Electronic Entertainment*. He graduated with a BS in psychology from Union College and an MS in communications from Cornell University and is a wine and food critic on the side.

Adam Block is the fax back systems administrator. Adam received a BA in political science from Stanford University and enjoys mountain bike racing.

■ ■ ■

Director of Sales/Communications Group **Dee Schwartz** is based in World Expo's office in San Mateo, Calif. Dee comes to IDG from Interop Co. where she was vice president of sales. She will oversee sales functions for an array of trade shows including ComNet. Dee attended the University of California at Berkeley and earned a BS in business administration from the University of Minnesota. She enjoys golf, running and playing piano.

■ ■ ■



Zimmerman World Update

Eric Zimmerman joins the IDG News Service as an editorial assistant. Eric graduated from Williams College with a BA in history and will complete an MA in Latin American Studies at the University of California at Irvine this fall. Eric enjoys reading, biking and netsurfing.

Calendar 1 2 3

Computerworld Smithsonian Awards
June 6
Washington, D.C.

Enterprise '94
June 8-10
Boston, Mass.

European Computerworld Product Line Meeting
June 9-11
Oslo, Norway

SunWorld/San Francisco
June 13-16
Moscone Convention Center
San Francisco, Calif.

Windows World/Tokyo
June 15-17
Nippon Convention Center
Makuhari Messe
Tokyo, Japan

Senior Executive Forum — Asia/Pacific
June 17-18
Regent Hotel
Auckland, New Zealand

Asian Managers Meeting
June 19-20
Auckland, New Zealand

Object World/London
June 20-24
Olympia Hotel
London, England

Computerworld Expo/Wellington
June 21-23
Michael Fowler Center
Wellington, New Zealand

U.S. Chief Editors Meeting
June 26-28
Norwich Inn and Spa
Norwich, Conn.

IDC IT Forum set for October

The fourth annual European IT Forum, organized by IDC, will be held Oct. 3-5 at the Cavalieri Hilton in Rome. This year's agenda, "Convergence and Superhighways: Paving the Way to European Recovery," will address topics such as European information highways, digital media convergence, business reengineering and process innovation and internetwork-based computing.

Senior IDC consultants will also run a series of focus workshops that will provide in-depth analysis on IT market segments such as software services, NT vs. Unix, personal systems and LANs.

IDC and IDG employees can register for the IT Forum at a special rate of U.S. $480, 70% off the regular rate. For more information, contact **Myriam De Greef** or **Suzanne Alcock** at IDC Europe in London, telephone +44-71-414-0288, fax +44-71-414-0278.

World Expo expands to West Coast

On May 12 IDG World Expo opened its newest office in San Mateo, Calif. The Communications Group staff oversees sales efforts and support for the ComNet Exhibition and Conferences, as well as for Network World Unplugged and the Information Superhighway Summit, World Expo's newest events.

"The opening of the San Mateo office will serve to represent both World Expo and the ComNet shows on the West Coast," said Executive Vice President **David Brandin**. "We will be maximizing the ComNet sales effort with pivotal contact with our customer base in Silicon Valley where approximately one quarter of all ComNet customers are located."

"Many major players are at our doorstep, and as we look to other international markets, our location certainly benefits us," added Director of Sales **Dee Schwartz**.

Led by Brandin, who will be in California office part-time, the group includes World Expo newcomers Schwartz and Sales Coordinator **Rhonda Veloni**, as well as Western Regional Sales Manager **Richard Froton**, who relocated from Framingham. The office shares a suite with Electronic Marketplace Systems.

Schwartz described the function of the Communications Group as being to "successfully sell out all World Expo trade show events that fall under our responsibility." The staff will have frequent interaction with the Framingham office, as "headquarters plays a big role in conference development, marketing campaigns and general exhibitor services," she said.

Schwartz will commute to Framingham every other week to keep in close contact with the show managers.

World Expo
2929 Campus Drive
Suite 350
San Mateo, Calif. 94403

Tel: 415-312-7180
Fax: 415-312-7175

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by business unit managers to IDG World Update.

THIRTEEN YEARS

Bev Raus - IDG

TEN YEARS

Doug Barney - InfoWorld

NINE YEARS

Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

EIGHT YEARS

Martin Hingley - IDC U.K.
Sophie Bensimon - IDG Denmark
Dagmar Batschat - IDG Germany

SEVEN YEARS

Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany

SIX YEARS

Nini Barnouin - IDG France

FIVE YEARS

Niklas Borgsved - IDG Sweden

FOUR YEARS

Debora Sordini - IDG Italy
Bea Horváth - IDG Hungary
Ica Rodriguez - IDG Hungary

THREE YEARS

Torgeir Vikan - IDG Norway
Johan Marnfeldt - IDG Sweden
Sonomi Hamanaka - IDG Japan
Noburo Masuda - IDG Japan
Allison Giglierano - InfoWorld
Catey Truman - InfoWorld

TWO YEARS

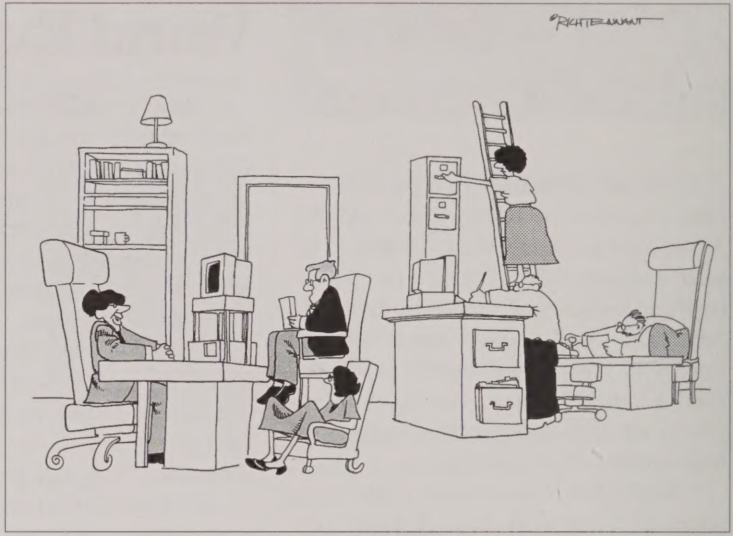
Sylvia Benvenuti - Macworld
Chris Yam - Infotainment World
Erik Hellström - IDG Sweden
Morten Meilby - IDG Denmark
Jørgen Wessing - IDG Denmark
Marlene Buschbeck-Idlachemi - IDG Germany
Nina Ort - IDG Germany
Alejandro Iglesias - IDG Germany
Erika Dobrosi - IDG Hungary
László Tihanyi - IDG Hungary
Ron Hall - InfoWorld
Stephen Lawson - InfoWorld

ONE YEAR

Erik Lund - IDG Norway
Raymond Choy - IDG Hong Kong
Michelle Buggy - Infotainment World
Randy Randolph - Infotainment World
Michael Riis - IDG Denmark
Takumi Takahashi - IDG Japan
Asako Hashimoto - IDG Japan
Christian Dumont - IDG France
Pierre Grumberg - IDG France
Ulrike Litzba - IDG Germany
László Kondákor - IDG Hungary
Natalie Jeday - InfoWorld

Off line

Congratulations to all our enthusiastic caption contributors. Winner Mitch Betts will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.



"No, we've never considered an ergonomics audit. Why do you ask?"
- **Mitch Betts**, *Computerworld* (Washington, D.C.)

HONORABLE MENTIONS:

"Well, I like it, but I'm not sure it's quite what they meant by 'vertical architecture!'"
- **Jason Kirkfield**, IDG World Expo

"As you can see, our corporate commitment to 'rightsizing' is still in progress."
- **Brandon Nordin**, IDG Books Worldwide

"Now this company really needs some downsizing!"
- **Simon Salamon**, LINK Resources

"Reengineering? Why on earth would you think we need reengineering?"
- **Anne Stuart**, *CIO*

"Let's not blow this out of proportion!"
- **Rick Popko**, *PC World*

"I'm glad you have taken a new position on the ergonomics issue."
- **Jens Nielsen**, IDG Denmark

"Farnsworth, there's nothing wrong with us — it's the rest of the world!"
- **Jan Winser**, IDG Australia

"As you can see, we've been through an intensive business process reengineering project."
- **Nancy Newkirk**, IDG IS

"I got a special price on this new ergonomic office furniture."
- **Marc Calvanico**, *InfoWorld*

"As you can see, we haven't quite completed our 'rightsizing.'"
- **Carl Strolle**, *Advanced Systems*

"Don't laugh. I have a third idea: rightsizing!"
- **Peter Wiwe**, IDG Denmark

"Yes, indeed — downsizing worked for us!"
- **Debi Temple**, IDG Framingham

IDG *World Update*

PUBLISHER
David F. Hill
617-423-9030
E.mail: D.Hill

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406
E.mail: P.Smith E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.mail:L.Ryan

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

World Expo's show planner helps you get started

- PAGES 4-5

IDG New Zealand's CW Expo capitalizes on reader loyalty

- PAGE 7

IDG Norway's expo company exploits publication synergies

- PAGE 8

IDG World Update

VOLUME 24, NUMBER 23

JUNE 6, 1994

An IDG World Update Special Report

IT expos: Where supply meets demand

*By **Ken Kaplan**, CEO and president of IDG World Expo*

Information technology expositions are the place where supply and demand meet in real time. Since the beginning of commerce, the business interaction between people — face-to-face, hands-on, and immediate — has been the fundamental and dominating aspect of trade. Expositions focus and enlarge this experience.

Even in this era of digital voice/data transmission and virtual businesses, the need to personally and directly participate in product evaluation, purchase and the industry is persistent.

Bringing the buyers and sellers of information technology together under a common roof provides multiple functions and satisfies business and individual needs.

Among the top reasons on my short list why expositions provide unique marketing and sales opportunities are:

• **To sell and buy directly .** No other marketing event provides the immediate selling environment as effectively as an expo. Where else can buyers get such hands-on access to exhibitors' products and personnel to sharpen their knowledge to make better buying decisions? The act of walking through the door of an exposition hall is a positive statement of buying intent.

•**To generate leads and potential sales.** Attendees who evaluate products during an expo are more likely to buy.

•**To inform and educate.** Expos provide the necessary bridge between buyers and sellers. Attendees need information to successfully purchase while exhibitors need to distinguish themselves from competition. The vendor has a powerful opportunity to inform.

•**To contrast and evaluate competitive products and services.** The industry, both exhibitors and attendees, has an opportunity to compare and contrast competitive products in one venue.

• **To conduct market research.** Attendee reaction to exhibitor products can be used as a cornerstone of market research. In a well-produced expo, the attendee is representative of the market and the hall is representative of the competitive market.

• **To test the market.** Reaction to new product offerings can be used to validate and/or modify products.

• **To increase demand.** New applications and products frequently create demand. Expos are the launch pads. Many companies use exposition dates to time new product introductions and to set timetables and deadlines for product roll-outs.

-SEE PAGE 3

NETWORK WORLD UNPLUGGED

INVEX COMPUTER BRNO

MACWORLD EXPOSITION

CD-ROM EXPO

sun world

COMNET

PC WORLD EXPO
OSLO SPEKTRUM
27. - 29. APRIL 1994

OBJECT WORLD

COMPUTERWORLD Expo

WINDOWS WORLD

world sun

PC WORLD EXPO
ARRANGERAD AV IDG\EXPO OCH STOCKHOLMSMÄSSAN

World Expo and the IDG trade show objective

*By **Ken Kaplan**, CEO and president, IDG World Expo*

I am frequently asked what World Expo's overall objectives are and how they fit into the broad strategies and tactics of IDG and the various IDG business units. The answer is fundamental and basic.

World Expo's objective is to become the largest and best-run information technology producer of IT expositions and conferences worldwide. To accomplish this goal, we must provide the greatest value for our customers.

World Expo can achieve this objective by leveraging our brand strength. The use of IDG's highly developed brands such as Macworld, Computerworld, Network World, InfoWorld, PC World and the government and Sun/open systems publications already has established this value with our customers and so is the most powerful means to achieve World Expo's exposition and conference objective.

World Expo President Ken Kaplan takes a break en route to yet another World Expo event.

One of the basic tenets of IDG marketing is to work intimately with our customers, at the local market level, within the revenue flow. There are several general types of work arrangements between World Expo and IDG business units that translate into success.

- **World Expo-produced expos and conferences.** ComNet and The Superhighway Conference series are examples. Publication sponsorships, marketing, conference and trade show floor participation are open to IDG publications.

- **Joint ventures with IDG business units.** Shared risk and investment can result in leveraging the strength of IDG publications and World Expo's show management skills. Joint ventures with *Network World*, *Computerworld* U.S., *China Computerworld*, and *China InfoWorld* are currently under way. Other similar agreements are actively under consideration with several international IDG business units.

- **IDG business unit-produced expos and conferences.** A number of international business units have developed and managed their own events. These events are scaled to the market size. Thus, World Expo's additional value is in a supportive role. In this instance, World Expo can be of assistance through the World Expo Global Support Center (see story page 3).

- **World Expo licensed expos and conferences.** This program is being created for IDG licensees, but it is also available to all business units.

Regardless of the specific arrangements, World Expo actively supports all IDG trade show and conference activity. Co-sponsorships, award programs, booth space and advertising, and steering committee and conference program participation are some of the many ways that IDG publications and World Expo work together worldwide.

IDG World Expo will double in size during the next three years. IDG is committed to producing IT trade shows in every major existing market and many emerging markets. We look forward to working with all business units as these objectives are accomplished.

How you can get involved

For information about how your business unit can work with World Expo North American events, contact the show managers below. All U.S. World Expo managers can be faxed at 508-875-1573.

- **ComNet: Robin Andreola, show manager, 508-820-8610**

- **Object World: Terry Merrell, show manager, 508-820-8681**

- **Sun World, Jackie Murphy, show manager, 508-820-8607**

- **Network World Unplugged: Andrew Everett, show manager, (508) 820-8662**

- **MACWORLD Expo (North America): Mike Hallal, Mitch Hall Associates, 617-361-2001**

- **For International World Expo events, contact:**
  Europe - Gunnar Kuechler
  tel: +49-89-360-86-208, fax: 49-89-360-86-290

  Japan - Setsurou Tamai
  +81-3-5276-3751, fax: 81-3-5276-3752

World Expo will soon open Hong Kong and Beijing offices. Addresses and contacts will be published in *IDG World Update*.

The top 10 reasons to contact World Expo's Global Support Center

The Global Support Center, under the direction of Lisa Judd, is World Expo's primary means of supporting IDG business unit trade show and conference activity worldwide. Established earlier this year, the center is now being organized into Computerworld, PC World and Macworld product lines.

Here, in no particular order, are 10 good reasons to contact the support center:

1. To get a renown speaker for your show or conference.

2. To arrange for U.S. pavilions and shell exhibit space sales.

3. To get plugged into the trade show information network for the ComNet, Macworld, Object World, Sun World, Computerworld and PC World trade shows — worldwide.

4. To participate in IDG World Expo's licensing program.

5. To be included in IDG World Expo's international marketing.

6. To get a copy of IDG World Expo's Trade Show Planner.

7. To be included in IDG World Expo's public relations program, which includes press release distribution through the IDG PR Service.

World Update

Lisa Judd, director of World Expo's Global Support Center (middle) and international account managers Matt Mandino and Theresa Coffey are ready to assist business units outside the U.S.

8. To have potential exhibitors participate in World Expo's exhibitors' seminars, which educate your customers about worldwide market opportunities.

9. To be included in World Expo's advertising program.

10. To certify international trade shows with the U.S. Department of Commerce to increase U.S. exhibitor participation.

For further information about how to make your trade show successful, contact Lisa Judd, telephone 508-820-8685, fax 508-872-8237, E-mail L. Judd.

IT expos

-FROM PAGE 1

• **To communicate corporate identity and image.** Companies use expositions to present their corporate face to the market; not only to buyers but also to the financial community, product analysts, competitors and the press.

• **To obtain competitive information.** The exposition floor is the single most effective place to gather competitive information.

• **To spawn joint ventures and all forms of business agreements.** Because expositions focus an industry, the results of a show invariably produce new market alliances and agreements.

• **To generate press exposure.** The press covers expositions in anticipation of gathering news stories about products, applications, mergers and acquisitions. Thus, expos provide the ideal environment for press and product releases.

• **To learn.** Most sophisticated expos include conference tracks that educate and update an industry.

• **To market start-up companies.** Expositions can function as a market equalizer. In the same hall, under the same roof with established competition, start-up companies have immediate access to potential customers.

• **To provide publishing opportunities.** Industry publications use expositions to publish targeted supplements, sections, and other related revenue-generating publishing activities. Often, a publication's largest annual issue will be published during its market segment's largest exposition.

• **To generate publication circulation.** Because expositions focus a market, attendees use the opportunity to subscribe to industry publications. Circulation developed at expositions usually has a high rate of renewal and lower-than-typical acquisition costs.

• **To network.** Expositions are the hunting ground often used to recruit personnel or seek out new job opportunities.

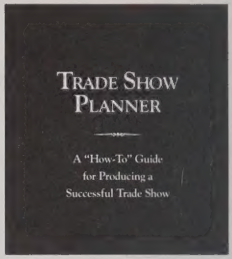
• **To promote an industry segment.** Shows are often the defining events that create and/or validate an industry segment that is in a developmental phase.

• **To create an industry catharsis.** Expositions typically bring an industry together resulting in the alchemy of mixing market elements together for several days. This becomes the excitement and buzz of the industry's best produced expositions.

The importance of expositions can be viewed by their necessity. I have yet to see any industry segment develop and mature without a vibrant, well-attended and growing annual exposition ...the place where supply meets demand.

World Expo's show planner can help you get started

__Lisa Judd__, director of international sales and support, joined IDG World Expo last October with six years of trade show experience at Digital Equipment Corp., The Interface Group and E. Glew International. One of her first projects as the head of World Expo's newly formed Global Support Center was the creation of a Trade Show Planner, a "how-to" guide for producing a successful trade show. This 68-page document offers a "soup to nuts" look at the myriad activities—from initial market research to writing sponsor thank you notes — that comprise the staging of a successful show. The brief summary below provides a glimpse of this enormous range of activities. Copies of the planner are available to any interested IDG business unit or licensee. To request a copy, contact Lisa Judd at telephone: +508-820-8685, fax: +508-872-8237 or E-mail: L.Judd.



Pre-show promotional checklist

Month 1	Market research; list building; market plan; attend other trade shows; personal visits to press and potential sponsors; hall rental; hotel and other contractors' agreeements.
Month 2	Finalize sponsor agreements; manufacturer/end-user surveys; revise market plan and budget; floor plan design; finalize exhibit sales plan; mailing #1 design; press release; listing in calendars of events; approach trade boards; design conference format; exhibit sales mailing #1; exhibit sales call campaign; mailing #2 design; exhibitor advertising.
Month 3	Exhibit sales mailing #2 with "call for papers"; exhibit sales reception; press conference; press release; targeted exhibit sales mailings; exhibitor and conference advertising.
Month 4	Exhibit sales reception; mailing #3 design; exhibit sales mailing #3; exhibitor and conference advertising; select and advise exhibitors chosen for conference.
Month 5	Exhibitor and conference advertising; exhibitors' manual design; press release.
Month 6	Exhibitors' manual sent; exhibition directory design; registration procedure planned; exhibitor bulletin; advise VIP aides of upcoming VIP invitations; conference mailing #1 design; attendee briefing; finalize conference program; begin strategic discussions for next year's event.
Month 7	Press release; exhibitor bulletin; attendee mailing #1; attendee call campaign; promotional kits mailed on response; badges printed; conference speaker mailing #1; attendee advertising; exhibitor bulletin; conference mailing #2 design; feature articles; press conference; conference speaker mailing #2.
Months 8-11	Attendee advertising; exhibitor bulletin; attendee mailing #2; feature articles; targeted attendee mailings; exhibition guide printed; preregistration badges typed; conference speaker mailing #3; press release; attendee advertising; exhibitor bulletin; VIP mailings; targeted attendee mailings; travel and duty roster; conference proceedings design; conference speaker mailing #4; hold strategic planning meeting for next year's event.
Month 12	Press releases; advertising; exhibitor bulletins; press conference; exhibitors' briefing; opening day activities; daily walk-throughs; conference activities; surveys; space reservation forms; gifts; implement strategies developed in months 6 and 8 for next year's event.
Month 13	Press release; thank you letters; post-show report; conference proceedings printed; finalize sponsor agreements for next show; request final bills from contractors.
Month 14	Conference proceedings mailed (if you have decided to send them out); production and mailing of videos and photographs; photo album of event; budget close-out.

In-hall checklist

1. Stand Fitting
   - a. Layout and stand dimensions
   - b. Country logos and pavilion identification
   - c. Aisle carpet
   - d. Directional signs, aisle signs
   - e. Package requirements met
   - f. Header signs correct
   - g. Service desk
   - h. Sufficient labor for exhibitors
   - i. Electrical/water requirements met

2. Decorations
   - a. Entrance signs, banners
   - b. Plants, flowers
   - c. Entrance carpet
   - d. Directional signs

3. Freight Handling, Drayage
   - a. Scheduling
   - b. Arrangements with outside freight forwarders
   - c. Manpower, equipment
   - d. Service desk
   - e. Equipment passes

4. Travel Agency/Airline Carrier
   - a. Service desk
   - b. Shuttle buses
   - c. Tours

5. Registration
   - a. Procedure
   - b. Decorations
   - c. Signs
   - d. Personnel
   - e. Cashier
   - f. Scheduling
   - g. Briefing
   - h. Equipment
   - i. Badges, badge holders
   - j. Directories, pre-registration forms, on-site registration forms; tickets
   - k. Materials — pens, paper, staplers, staples, paper clips

6. Security
   - a. Personnel
   - b. Scheduling
   - c. Duration
   - d. ID system
   - e. Entrance restrictions
   - f. Briefing

7. Management Office/Other Offices
   - a. Location, signs
   - b. Hours of operation
   - c. Personnel - duty roster
   - d. Equipment - computers, telephone, fax, copier
   - e. Office supplies
   - f. Furniture
   - g. Beverages

8. Exhibitors' Lounge
   - a. Location
   - b. Operation
   - c. Menu
   - d. Furniture
   - e. Signs
   - f. Personnel

9. Concessions
   - a. Locations
   - b. Hours of operation
   - c. Menu, prices

10. Temporary Personnel/Interpreters
   - a. Responsibilities
   - b. Number, scheduling
   - c. Location
   - d. Costumes, uniforms
   - e. Briefing

11. Exhibitors' Briefing
   - a. Exhibitors' kit
      - directory
      - personnel list
      - security
      - audience promotion
      - registration procedure
      - schedule of activities
      - opening ceremonies procedure
   - b. Location, time
   - c. Beverages
   - d. Setup - podium, microphone

12. Press Conference
   - a. Press kit
   - b. Location
   - c. Schedule
   - d. Beverages
   - e. Setup - podium, microphone

13. Opening Ceremonies
   - a. Schedule
   - b. Location
   - c. VIP list
   - d. Invitations
   - e. VIP lounge
   - f. Ribbon cutting, speeches
   - g. Walk-through
   - h. Press arrangements
   - i. Setup - podium, microphone, seats
   - j. Banquet arrangements
      - location
      - schedule
      - menu
      - tickets

14. Exhibitor Relations
   - a. Meetings to find representatives/joint ventures
   - b. Embassy involvement
   - c. Exhibitor survey
   - d. Priority space reservation forms
   - e. Daily exhibitor bulletins
   - f. Press releases

15. Sponsor Relations
   - a. Gifts
   - b. Luncheons

Post-show checklist

- Thank you letters to sponsors, exhibitors, speakers and key attendees.
- Press releases immediately following the show followed by one containing final statistics when available.
- Post-show report highlighting pros and cons of the event and ideas for next year's show.
- Renew sponsorships for next year.
- Budget close-out.

INTERVIEW

World Expo's David Brandin looks to the future

David Brandin, who joined IDG last year from Interop where he was a founding director, was recently promoted to the post of executive vice president of IDG World Expo. In this position he is responsible for the communications technology-based events and will direct the ComNet family of shows in the U.S., Europe, Asia and Latin America. Brandin is co-author of The Technology War, *J. Wiley & Sons, N.Y., 1987. He is also the first overseas member of the Information Processing Society of Japan and chaired the first U.S. Department of Commerce Japanese Technology Assessment on Computer Science.*

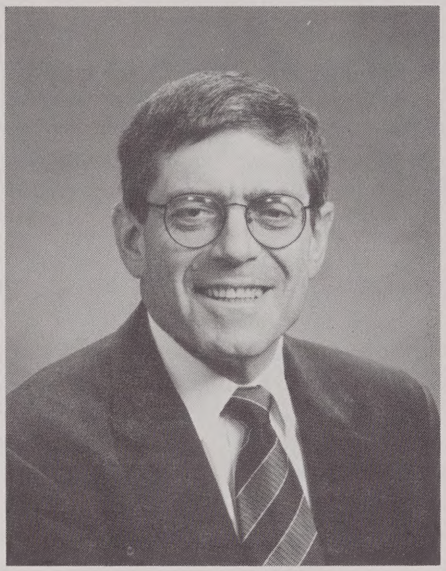
Q How will World Expo respond to anticipated changes in customer needs during the next decade?

A IT is maturing and as the technology matures the marketplace becomes more demanding: for more sophisticated and accurate information, performance data, comparisons and the like. This is reflected in both IDG World Expo's customers as well as the marketplace as a whole. This trend, toward more accurate and timely information shows up as an increasing need for more technical information and education.

The future trade shows, then, will have ever greater technical quality—strong conferences, seminars and tutorials. They will no longer be focused exclusively on the exposition floor. IDG World Expo's basket of offerings all revolve around this high-technology education component.

Q What sort of competition does World Expo face, and how does it stack up?

A By focusing on IT, World Expo finds itself competing with not-for-profit professional and trade associations, e.g., the IEEE and ACM SIGGRAPH, as well as professional trade show organizers, e.g. Blenheim and trade show groups organized by publishing organizations, e.g. Reed and Ziff Davis Expo.



World Expo Executive Vice President David Brandin

Technically, the not-for-profits offer very good conferences and seminars at extremely competitive prices (they generally subsidize their members' benefits) but they usually lack strength in the corresponding trade show. Full-fledged trade show organizers, e.g. Blenheim, Reed and Interface, offer fairly good expos but suffer from weak technical conferences and educational programs. In the few situations that offer strong expos and conferences, the companies are usually limited to a few offerings, e.g. Ziff's Interop and Digital World.

In general, only World Expo covers the entire spectrum of IT, with offerings in communications, networking, computer science (object-oriented programming) and PC and workstation-based programs — all with strong expos and conferences and competitively priced around the world. To consolidate this position and further strengthen it, World Expo is currently expanding the scope and reach of the World Expo Steering Committees.

Q Can you talk a little about the role of conferences at trade shows like ComNet?

A Within the ComNet product line, we have several objectives: growth of existing events (Washington and Prague), expansion into new venues (e.g. eastern Europe, China and Latin America), establishment of greater brand consciousness (for vendors and their customers), improved technical strength and quality as well as the delivery of increased IT education worldwide, expanded curriculum and faculty for all of our events, and more opportunities to work with the professionals in the marketplace.

The ComNet conference series (in its first manifestation as the Information Superhighway Summit in San Jose this fall) meets all of these objectives and further allows us to test new geographic marketplaces for both conferences and expositions.

Conferences also allow us to expand our working relationships with IDG publications. A good example of this is the Network World Unplugged trade show and conference that is scheduled for New York next spring. In this case, we have installed another strong steering committee working with the editorial strengths of *Network World*.

Q In your recent promotion notice Ken Kaplan said that under your leadership ComNet will reach all worldwide markets. How are you progressing toward this goal?

A ComNet has an ambitious global expansion plan. While simultaneously deferring or retiring marginal events (e.g. Amsterdam), World Expo has

-CONTINUED ON NEXT PAGE

IDG Job Opportunities Update

Monday, June 6, 1994

The *Job Opportunity Listing* will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

PARALEGAL - PART-TIME (IDG)

The successful candidate will work in the Corporate Tax/Legal Affairs Department. Individual will handle Trademark applications and maintenance, routine correspondence with outside counsel and assist in the preparation of annual consents and reports. Candidate will provide support in corporate legal matters. He/She should be extremely organized, knowledgeable in word-processing in a PC environment and have a general knowledge of corporate law. College degree with 2-3 years paralegal experience required. (20 hours per week)

ART INTERN (CIO)

CIO's Art/Editorial Department is looking for a summer / fall intern. Responsibilities will include assisting a staff of art directors and designers in the creation of a 4/color, national magazine. Intern requirements include someone pursuing a BFA in graphics, communications, or a related field. A minimum of 2 years completed of a four year program is required. Knowledge of Macintosh and QuarkXPress is essential. Working knowledge of Illustrator, Freehand and PhotoShop a plus. (3-6 mo. position)

REGIONAL SALES MANAGER (NW)

Network World has an opening for a Regional Sales Manager covering the Middle Atlantic region. Responsibilities include prospecting, selling and closing business. Five years sales experience within the IT industry preferred.

RESEARCH DIRECTOR (IDC/G)

Ideal candidate will be responsible for managing a set of clients by developing and executing interactive research plans. The individual will facilitate client strategic forums, research technical issues and present findings in group settings. This position requires an individual who has managed a government IT operation. 8-10 years broad technical experience is necessary.

VICE PRESIDENT, GOVERNMENT RESEARCH (IDC/G)

The ideal candidate will oversee the government research user business. Individual will be responsible for managing product development and implementation, including integration of the sales effort. This position requires someone who has managed a government IT operation. 10-15 years technical experience plus several years management experience required. Sales experience to the government a plus.

SYSTEMS ANALYST (IW)

InfoWorld is looking for a Systems Analyst for the Enterprise Team in Reviews and Testing. Excellent writing skills are necessary. NetWare experience, as well as experience with any of the other popular LAN operating systems and WAN environments is desirable. Some Unix skills are necessary. Programming experience is essential.

IDG Job Opportunities Update

Monday, June 6, 1994

MARKETING COORDINATOR (IW)
Candidate must be highly organized, deadline oriented and able to perform multiple tasks at once. Duties include general marketing communications and design work Experience in coordinating and managing corporate events preferred. Three years related marketing experience is necessary.

ADMINISTRATIVE ASSISTANT, U.S. SALES (IDG/B)
The individual in this position will provide administrative support for the Sales Department. General office duties will include faxing, copying and word processing. Excellent communication skills are required. Previous sales administrative experience is preferred. College degree a plus.

CONTRACT ADMINISTRATOR (IDG/B)
The Finance Department is seeking an experienced contract administrator. 1-2 years paralegal experience for constructing, reviewing, and modifying contracts is necessary. Candidate will provide legal research in addition to general administrative support to the Finance Department. Knowledge of Excel and Word is essential.

ADVERTISING DIRECTOR FOR MARKET DEVELOPMENT (PCW)
The successful candidate will identify, evaluate and present advertising sales opportunities for publishing projects which complement PC World magazine's business strategy. Individual will oversee all aspects of ad sales and publishing related to joint ventures, special editions, demographic editions and other special projects. Exceptional analytical skills required. Candidate should have long-standing business relationships with key advertisers in this market, and a clear understanding of competitive products and positioning. Travel required.

TEST CENTER COORDINATOR (PCW)
The individual in this position will be responsible for tracking and troubleshooting all inventory, including products on evaluation loans. Duties include executing PC hardware tests and reporting the results. Candidate will work with editors and vendors in coordinating product loans and verifying technical details. Some administrative duties will be required.

CIRCULATION PROMOTION MANAGER (PCW)
Ideal candidate will be responsible for insert card promotions, subscription agents, television, new subscriber promotions, premiums, financial reconciliations, and response analysis. 2-5 years experience in magazine circulation and/or direct marketing required. Knowledge of Word and Excel in Windows is essential.

BOOK EDITOR (IFTW)
The individual in this position will serve as primary liaison to authors in all matters connected with book projects. Project management will include development, copy editing, proof reading and scheduling. English or Journalism background required. Book publishing experience is preferred.

IDG Job Opportunities Update

June 6, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Paralegal	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Analyst	Boston, MA	S. Perry	(508)820-8160
IDG	Director, National Accounts	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	West Coast Correspondent	IDG Int'l. Pub Serv. San Francisco,CA	R. Garretson	(617)423-9030
WEC	Exhibit Services Coordinator	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2) ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Art Intern	Framingham, MA	K. Morneau	(508)935-4508
CIO	Senior Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
NW	Regional Sales Manager	Illinois	M. Cornetta	(508)935-4734
NW	P/T Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Programmer Analyst	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Database Developer	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Mail Clerk	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Telemarketing Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Systems Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

June 6, 1994

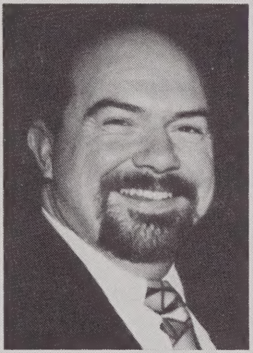
Division	Title	Location	Contact Mgr.	Phone
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Assistant to the Publisher	Indianapolis, IN	M. Collins	(415)312-0647
IDG/B	Marketing Coordinator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Manager of Store Program Support	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Chief Financial Officer	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Staff Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Test Center Coordinator	San Francisco, CA	G. Smith	(415)267-1790
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Fluegelman Internship	San Francisco, CA	S. Fox	(415)978-3210
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)978-7344
MAC	Account Representative (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Sales Development Manager	San Francisco, CA	C. Koral	(415)978-7309
MAC	Director, Telesales Operations	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)978-1757
IMI	Administrative Assistant	Publish, San Francisco, CA	F. Lee	(415)692-1596
IMI	Reviews Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Feature Writer	Advanced Sys., San Francisco, CA	F. Lee	(415)692-1596
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)692-1596
IFTW	Book Editor	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286)2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

IDG New Zealand finds winning formula in CW Expo

Popular show capitalizes on local reputation of Computerworld

In 1991 IDG New Zealand made its first foray into show business with the launch of Compu-terworld Expo in Auckland. Two years later, Computerworld Expo became the country's largest and most successful computer show. Last year the event expanded expanded into Wellington with a second annual show; this year its principal rival finally folded its tent and cancelled all three of its shows.

Computerworld Expo leverages very well off the positioning and goodwill generated by *Computerworld New Zealand*, the country's premier IT publication. "For the most part, advertisers are the exhibitors and readers are the visitors," explained IDG New Zealand Managing Director **Martin Taylor**. "Given the reputation *Computerworld* enjoys in the local market, using the 'meet our readers' line as a hook made launching a brand new show a lot easier than if we'd had to start from scratch," Taylor added.



> ***"Given the reputation Computerworld enjoys in the local market, using the 'meet our readers' line as a hook made launching a brand new show a lot easier than if we'd had to start from scratch."***
>
> **-Martin Taylor**

DIVERSIFY REVENUE BASE

Three principal factors spurred IDG New Zealand's decision to enter the exposition business. "Most important, our long-term strategy called for us to diversify our revenue base beyond display advertising. Also, shows offer a great deal of synergy with our publishing activities, and finally our resolve was heightened by the refusal of a rival publisher that used to control the show market — we've since put them out of business — to let us participate. We felt we were being denied a critical promotion avenue," Taylor explained.

IDG New Zealand employs two full-time staff members in its expo division: **Graeme Martin**, manager; and **Valerie Boyd**, expo coordinator; as well as several part-time workers. However, Taylor noted that almost everyone in the company ends up pitching in in one way or another — accounting, production of the show catalog, editorial and sales for special issues — "It gets very busy around here when an Expo is on!" Taylor said.

Taylor and his team are considering the feasibility of launching similar brand extensions such as PC World Expo and Network World Expo. "The latter has already run here as a show within a show, and we view it as a likely independent future event," he said.

Among the many benefits the company derives from its show activities Taylor lists:

- Additional profits — both directly from the shows themselves and indirectly through increased advertising and sales of magazines.
- Thousands of subscriber prospects.
- Brand advertising in the general media for the *Computerworld* name.

CONFERENCES ADD VALUE

Another area of opportunity for the company is conferences. "We have always run conferences as part of our shows to add value," noted Taylor. "However, next year we plan to run a high-end professional conference separately from Computerworld Expo and also to solicit some limited exhibitor participation. It will complement the more consumer-oriented expo and help to shore up the high end from competitive attack," Taylor explained.

IDG New Zealand has also agreed to run a home computer show as a joint venture with the country's largest consumer show operator.

"Initially, the computer show will run as a pavilion within their Home Shows in two cities, but we expect that they will run independently in the future," Taylor said.

- FROM PRECEDING PAGE

already expanded into San Jose with the Information Superhighway Summit, and just last month announced ComNet Warsaw '95. World Expo is also pursuing ComNet opportunities in Eastern Europe and the Middle East as well as in Latin America (Brazil or Chile) and Southeast Asia (China). Venues for the ComNet conference series are being sought in Western Europe.

The ComNet global branding strategy, however, dictates that each of these new offerings meet our internal hurdles for technical excellence, relevance and financial performance. Attendant then, is a fine educational and editorial program — developed by the ComNet Global Steering Committee — and a realistic business plan supported by appropriate partners. We look forward to hearing from IDG business units that also support these objectives.

IDG Norway's expo unit exploits publication synergies

With 10 publications, a 60% market share and a country whose total population is only slightly more than four million people, IDG Norway two years ago found itself bumping up against the limits of growth in its publishing operation. How then to continue expanding the company in pursuit of its mission to provide information on information technology?

The answer, according to IDG Norway General Manager **Morten Hansen**, was to form a new company, IT-Expo AS, to produce computer shows and conferences. Originally a partnership between IDG Norway, which owned 51% of the company, and the Norwegian Promotion Group, which owned the remaining 49%, IT-Expo became a wholly owned subsidiary last October when IDG bought out NPG.

The company now comprises three full-time staff members: General Manager **Arne Jacobsen**, Marketing Manager **Anders Bjerke** and Project Manager **Thomas Hanche Olsen**. Hansen serves as chairman of the board. In addition, there is an advisory board consisting of five IDG Norway employees: Marketing Director **Thomas Bergerskogen**, *Computerworld* Editor-in-Chief **Paul Leveraas**, *PC World* Editor-in-Chief **Bernhard Steen**, Administration Manager **Lars Egil Saetrang** and *PC Network* Editor **Arnie Stalheim**. The advisory board meets weekly with IT-Expo staff sharing their technical knowledge and experience and often assuming responsibility for designing the content of show-related conferences.

CAPITALIZING ON READERSHIP

By capitalizing on the IDG publications' large and loyal readership, IT-Expo is able to cater to exhibitors' preference for highly targeted niche shows, while at the same time all but guaranteeing the critical mass of attendees necessary to ensure a successful show. The group decided to organize a series of narrowly focused events divided under two major umbrellas: IT-Expo Spring and IT-Expo Fall.

Anders Bjerke (l) and Arne Jacobsen comprise two of the three hard-working IT-Expo staff members. Not pictured is Thomas Hanche Olsen.

By leveraging off many of IDG Norway's existing titles, IT-Expo created a win-win-win situation for all concerned. IT-Expo Spring runs three consecutive days and comprises PC World Expo, Unix

Tips for surviving show business

In the two years that IT-Expo AS has been in operation, the company has learned a lot about "show business." IDG Norway General Manager Morten Hansen shares some of their hard-won lessons:

- TTT. (Things Take Time and require funding.)
- Competition can be fierce. Show business is very different from the publishing business and often employs techniques not used by publishers, i.e., a show organizer might give away booth space to an exhibitor in exchange for that exhibitor not signing with a new show.
- Show business is risky. The results of a show cannot be known until after the fact. If successful, the show is established; if it is not successful, the show is dead forever and your investment is gone.
- Potential marketplace resistance. Competitors claim that IDG Norway is getting too powerful and is no longer an independent publishing company with independent editors. This is an excellent reason to consider setting up a separate business unit to organize exhibitions.
- Cost of entry into exhibitions is high. In markets where established shows exist, the cost of launching a new one is significant.
- Outsourcing is a cost-effective option. Outsource as much as possible in order to save staffing and overhead. Design your exhibition company as a sales organization, not as a complete exhibition company with architects and logistics staff. You can buy that sort of expertise.
- Hire the best sales people possible. Define sales budgets that can be monitored weekly.
- Contract with a major exhibition center or site owner that will allow you to pay only for space actually used.
- Charge an entrance fee.
- Attendee names and addresses constitute an extremely valuable commodity both to your exhibition business as well as your publishing operation.
- Exploit publication, books and expo synergies.
- Lower overhead. Even if you have a separate entity like IT-Expo, lower your overhead by centralizing accounting, office space and utilities.
- Make use of research. Do pre-research, research on publications and post-expo research in order to help predict success and reduce risk of failure. You will also have a powerful selling tool for next year's event.

World Expo and Macworld Expo. IT-Expo Fall runs two days and features Network Expo and Data Security. The publications for which the shows are named produce special show issues into which they have been able to sell a significant amount of extra advertising; their readers are also invited to attend the shows free of charge.

At this year's IT-Expo Spring eager vendors snapped up Nok. 3.3 million (US$464,000) worth of booth space in anticipation of reaching some 10,000 attendees — virtually all of whom fit their target buyers' profile. In addition to the exhibits, the show featured a well-attended series of seminars for PC, Unix and Macintosh users. "As a result of the synergies of all activities, both IT-Expo and IDG achieved record revenue in April," noted Hansen.

OTHER NEW VENTURES

The success of IT-Expo Spring and Fall has prompted the company to experiment with several new shows. PC Shop, slated to run in December, will be a 24-hour marketplace — open noon to noon — for selling PCs and software. Exhibitors will be offered a complete predesigned and standardized booth and will only need to bring their products and a cash register, Hansen explained. *PC World Norge* is considering a license with Infotainment World and, if one is successfully negotiated, will use the show to launch a home computer publication that will incorporate material from *GamePro*. IT-Expo hopes to attract families looking to purchase a home computer system and will offer a variety of games and entertainment during the one-day event and also plans to charge a modest entrance fee to help defray expenses.

A second new offering, Studendata, will take place in August and offer PC and software vendors an opportunity to sell low-priced products directly to students. *Computerworld Norge* is planning a special Focus issue called *Studendata*, which will also serve as the event's show catalog.

In September, CAD/CAM Expo will debut and IDG Norway's *CAD/CAM World* will produce the show catalog for the event.

Multimedia World pavilion boosts monthly's reputation, bottom line

Multimedia World **Publisher Jonathan Epstein (l) meets with a visitor at last year's Multimedia Pavilion. This year, 36 companies will exhibit at the pavilion, which makes its third appearance at CES in Chicago.**

Multimedia World, champion of one of today's hottest emerging technologies, may not be ready to sponsor a whole show just yet, but the publication has found an ingenious way to establish a significant presence at the Consumer Electronics Show (CES), its most important twice-yearly exhibition.

The Multimedia Pavilion, which will make its third appearance at this month's CES in Chicago, has been a hit with exhibitors and attendees from the start, according to *Multimedia World* Market Development Manager **Damon Dean**. The idea is simple: *Multimedia World* negotiates a large space (5,000 to 10,000 square feet) from CES and then sells a complete turnkey booth solution to multimedia companies that have an interest in participating in the show. For $4,000, the companies receive a 10-ft. by 10-ft. booth within the pavilion and all the accoutrements — from signage to carpeting, furniture to flowers. A similar set-up purchased independently might cost the companies anywhere from $6,000 to $8,000, Dean noted.

At the center of the pavilion, under a large tower visible from all parts of the show floor, sits the *Multimedia World* booth. "This pavilion helps to define us a leader in the eyes of the market," Dean explained. "It also generates a lot of goodwill among the companies that participate — not all of which are *Multimedia World* advertisers...yet!" he added. And, not to be overlooked, "we make a nice profit, too."

The pavilion will feature 36 companies later this month in Chicago. "It's not just the price that attracts exhibitors," noted Dean. "Because it offers a large number of vendors in a very concentrated space, the booth acts like a magnet for attendees and the media," he said. "We can guarantee these companies a lot of traffic."

Brian Moody, Multimedia Pavilion director, was originally hired to sell the Multimedia Pavilion to vendors. He has recently taken over responsibility for managing the entire pavilion, Dean noted.

Multimedia World will take its pavilion to other shows in the future, Dean said. "A lot of our exhibitors wish we would go to Comdex, but I'm not sure Las Vegas is ready for us yet!"

Digital Video finds pavilion offers maximum exposure, minimal cost

Marketing without money. That's how **Peg Brown**, event coordinator at *Digital Video*, categorizes her responsibilities over the course of seven years with small IDG publications. "It's become second nature to seek out ideas that give a publication the most exposure at minimal cost in the very high-priced trade show arena," she said.

Brown has found that sponsoring pavilions has allowed her publication to have a much larger presence at a show, usually in a better location, for minimum cost. Pavilion advertisers benefit because their cost is less than renting a separate booth themselves; booth set-up and signage is taken care of; and they share space with companies who draw similar customers with similar interests. Overall, they see the publication as providing a service at a discount.

At the same time, pavilions enable the publication to build relationships with advertisers outside the normal realm. "We become a partner in that all important job of linking the buyer and the seller, not just within the pages of the publication, but on the show floor," Brown explained.

At the National Association of Broadcasters (NAB) show in March, *Desktop Video World* — *Digital Video*'s name at the time — bought a 30-ft by 40-ft space to showcase multimedia products and invited advertisers to rent a portion of the area. Part of the booth's cost was defrayed by an ad exchange — *DTVW* ran an ad for the show — and received an additional discount as a NAB member. Advertisers bought eight of the 10 sections, and one bought a 12-ft tower with a display monitor to run an ad video. *DTVW* had a reception desk at the front of the booth, handed out 15,000 free issues and sold many new subscriptions.

Brown said she would improve the concept by:

- Incorporating a drayage fee (the show managers' fee for handling booth materials when they are delivered to the show) into the rental cost. Billing participants separately proved too confusing.

- Building in the cost for a full-page ad, listing all pavilion advertisers, to run in the show guide to increase booth traffic. At NAB, show managers would not allow companies within the pavilion to be listed in the show guide.

- Providing participants with some kind of lead generator, such as a contest, and capturing those leads for the participants.

Cheap tricks

MAGAZINE DISTRIBUTION

Ask several advertisers to distribute copies of the publication at their booths. Their ads — and the publication — get into attendees' hands.

REPRINTS

Through merchandizing programs, make reprints of articles available to advertisers who are exhibiting. Their products will be featured, and the source of the article will be prominently visible.

COUNTER CARDS

Laminate the company's ads, attach an "As Seen In..." banner with the publication's name, and create a framed, 11-in. by 17-in. finished piece with an easel attached for tabletop display at the booth. Let sales reps distribute them at no charge to exhibiting advertisers.

- Submitted by Wendie Marro, marketing director for AmigaWorld and Digital Video

Digital Video trades expertise for visibility

Small publications may not possess a lot of marketing dollars, but they can team up with show organizers and make the most of each other's marketing expertise.

***Digital Video* plans to augment its pavilion concept this fall at CD-ROM Expo in Boston by tying in a series of seminars. Mitch Hall Associates, producers of CD-ROM Expo, recognized that attendees wanted more information on developing CDs (the contents) whereas previous shows emphasized CD production (the database functions). In return for co-sponsorship status, *DV* will organize the Digital Video Symposium for content providers.**

At the same time, on the show floor, *DV* will set up a 30-ft by 40-ft pavilion showing the steps and products necessary to create a CD. A limited number of advertisers are being invited to participate under each category. In the acquisition phase, for example, vendors could display cameras, video capture/compression and storage equipment and clip media. The set-up will be a walk-through with each product displayed on a 3-ft by 3-ft pedestal with appropriate signage, giving attendees an opportunity to see the stages and products being discussed at the Digital Video Symposium. *DV*'s identity with the pavilion will be prominently displayed on the pedestals, signage and shirts for personnel.

Participants need only provide the product and one representative. As with its other pavilions, *DV* makes all other booth arrangements at a reasonable cost.

Macworld leverages visibility through show association

Macworld magazine serves as a clear example of how a publication can enhance subscription sales, editorial content, brand recognition and overall image by participating in and lending its name to a major U.S. trade show — MACWORLD Expo.

Among the many benefits of the show is that it allows the editorial department an opportunity to gather and incorporate first-hand feedback from readers with regards to the editorial content of the magazine. The shows are also an excellent platform to promote the image of the magazine among a highly targeted audience of Macintosh professionals.

Apart from exhibiting at a booth on the show floor, *Macworld* supports the exposition in a number of ways. The magazine hosts a hospitality room for advertisers and frequently sponsors an event for key advertisers that highlights new findings by the *Macworld* research department. CEO and Publisher **Jim Martin** makes keynote addresses, and the editorial staff participates in panel discussions and conferences throughout the show.

MACWORLD Expo provides an arena for Mac users to view the latest in Macintosh technology, hear experts discuss emerging industry developments and speak to vendors directly regarding existing and upcoming products and services. The show offers Mac-related businesses a chance to promote products and brand awareness to a very targeted audience.

The U.S. edition of MACWORLD Expo opened its 10th season in San Francisco in January, made its Washington, D.C., debut in May, and takes place in Boston Aug. 2-5. Thirteen other *Macworld* magazines around the world reap similar benefits from MACWORLD Expos in their local markets.

Thanks to Macworld Assistant Marketing Manager ***Rhona Hamilton*** *for contributing this article.*

A sampling of upcoming IDG-sponsored events

Windows World/Tokyo
June 15-17
Tokyo, Japan

Object World/London
June 20-24
London, England

Computerworld Expo/Wellington
June 21-23
Wellington, New Zealand

MACWORLD Expo/Singapore
July 8-10
Singapore

UnixWorld/Mexico City
July 19-21
Mexico City, Mexico

Object World/San Francisco
July 27-29
San Francisco, Calif

MACWORLD Expo/Boston
August 2-5
Boston, Mass.

China Computerworld
August 9-13
Beijing, China

AutoCAD
August 30-Sept. 1
Oslo, Norway

Student Computing
September 7-9
Oslo, Norway

Maxi Data Expo
September 9-11
Stockholm, Sweden

Object World/Sydney
September 13-16
Sydney, Australia

MACWORLD Expo/Mexico City
September 20-22
Mexico City, Mexico

Information Superhighway Summit
September 26-28
San Jose, Calif.

Object World/Frankfurt
September 27-29
Frankfurt, Germany

MACWORLD Expo/Frankfurt
September 29-October 1
Frankfurt, Germany

Multi Media World/Frankfurt
September 29-October 1
Frankfurt, Germany

Media World Expo
September 30-October 2
Tokyo, Japan

CD-ROM Expo/Boston
October 5-7
Boston, Mass.

MACWORLD Expo/Toronto
October 18-20
Toronto, Canada

IT Expo/Fall
October 18-20
Oslo, Norway

Compumundo
October 18-21
Mexico City, Mexico

Invex Computer '94
October 18-22
Brno, Czech Republic

Object World/Tokyo
November 1-2
Tokyo, Japan

Giveaways and gimmicks attract attendees

A sampling of 'fun stuff' IDG business units have used to draw attendees to exhibition booths

Computerworld

- Cartoonist Rich Tennant, author of *The Fifth Wave* and regular contributor to *CW*, signed autographs. Order forms were available for the *CW* product line of T-shirts, sweatshirts, water bottles, mugs and mousepads boasting Tennant's cartoons.

Digital Video

- "Meet the Editors" sessions at the booth where readers engage in Q & A with editorial staff.
- Food, drink and sweets appeal to attendees most basic yearnings.
- Drawings for products provided by advertisers; plans to give away dinner for two or tickets to a show.

Federal Computer Week

- Custom-made duffle bags with the *FCW* logo raffled off at a drawing from attendees' business cards.
- Luggage tags with attendees' business cards and the *FCW* logo were created at the booth.
- Free 32-ounce sports water bottles.
- Golf towel and polo shirt give away to promote the upcoming GITG Tennis & Golf Classic.

IDG Books Worldwide

- Show-related titles displayed, author signings for best-sellers and 100 free copies of each book for attendees.

IDG Sweden

- Trip to MACWORLD/ Expo in San Francisco to a lucky attendee of Macworld Expo/Stockholm who answered 10 easy questions about Apple and the Mac.
- Auctions where attendees bid on computer paraphernalia donated by exhibitors.
- "Dummies World" where IDG Books and a computer company fields questions from computer rookies.
- "Consumer Corner" offers attendees an opportunity to pose questions about guarantees and product deliveries and returns.

Network World

- Free copies of NetDraw, *Network World*'s clip art software.
- Drawing to attend a seminar such as "Doing Business on the Internet," produced by *Network World* and held after the show for attendees who signed on to the magazine's mailing list during the show.
- Interviews with 24 top advertisers, conducted by Network World President **Colin Ungaro** and Contributing Editor **Mark Gibbs**, were broadcast on 75 televisions around the show and in 40,000 Las Vegas hotel rooms.

Macworld Japan

- Complimentary issue of the newly introduced *PowerPC World* supplement to attendees of Macworld Expo/Tokyo who completed a short PowerPC marketing questionnaire.

Infotainment World

- Baseball caps with the *GamePro* logo for attendees who completed a consumer survey.

PC World

- Superimposed photographs of attendees onto mock covers of *PC World*.

IDG *World Update*

PUBLISHER
David F. Hill
617-423-9030
E.mail: D.Hill

EDITORS
Patricia Smith • Penny Winn
617-423-0527 617-423-0406
E.mail: P.Smith E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.mail:L.Ryan

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *World Update*'s office is located at 41 West St., Boston, MA 02111. Telephone: 617-423-9030 Fax: 617-423-0712

Volume 24, Number 24

June 13, 1994

11 MACWORLD PUBLICATIONS REPRESENTED AT FIRST EDITORS' MEETING
PAGE 3

ON LINE: IDG CHAIRMAN PAT MCGOVERN TACKLES YOUR QUESTIONS
PAGE 3

LINK RESOURCES LAUNCHES FIRST WORLDWIDE STUDY OF "SMART" HANDHELD DEVICES
PAGE 4

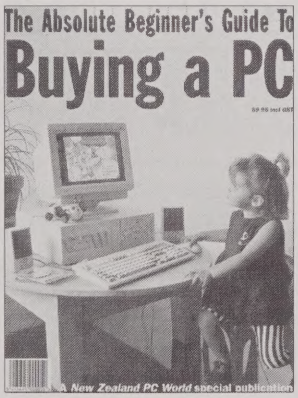
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG New Zealand Launches *Guide to Buying a PC*

How does the leading IT publisher in a small, relatively mature and slow-growing market attract new readers and advertisers? For IDG New Zealand the answer is: Launch a publication catering to an audience not currently served by an existing magazine.

The publication, *The Absolute Beginner's Guide to Buying a PC*, has been an almost overnight hit, selling out in just three weeks rather than the three to four months anticipated by IDG New Zealand. As a result, the company made immediate plans to reprint. Advertisers in the first print run were offered a chance to be included in the reprint at half price. Only two of the 18 original advertisers declined, and they were quickly replaced by vendors eager to reach this potentially lucrative new audience. The reprint, which was sold and on the presses within a week, brings the total number of copies of the new magazine to 25,000. It already has achieved the highest paid sales of any computer magazine in New Zealand.



The Absolute Beginner's Guide To
Buying a PC
$9.95 incl GST
A New Zealand PC World special publication

With a cover price of NZ$9.95 — twice that of *New Zealand PC World* — *The Absolute Beginner's Guide to Buying a PC* "has clearly shown that readers are prepared to pay a good price for high-quality editorial. Revenue from sales of the magazine will exceed revenue from advertising by a factor of two," said Publisher **Martin Taylor**.

The magazine written by *NZ PC World* staff members **Chris Barton**, **Bruce Buckman** and **Chris Keall**, aims to simplify the often-mysterious process of buying a personal computer. Using plain language and lots of info-graphics, the editorial has been designed to help readers quickly identify the key things to look for when about to purchase a PC. In the process, it is also helpful in giving readers a general understanding of what PCs can do for them. Taylor said that the *PC World* team will update the core editorial product a couple of times during the year, and they will be looking at the possibility of expanding the content to cover other major categories including networks, printers and software.

According to Taylor, the nature of the publication's audience — many of whom are not traditional computer magazine buyers — necessitated expanding distribution beyond the newsstand.

- **Direct mail to resellers**. Bulk cop-

•CONTINUED ON PAGE 5•

MACWORLD Expo/Milan Draws Crowds

AGENZIA FOTOGRAFICA REFLEX

SINGLE COPY SALESMAN? *(from left): IDG Chairman* **PAT MCGOVERN** *joins Marketing Services Division President* **KELLY CONLIN**, *Executive Assistant to the Chairman* **MAGGIE MURPHY** *and IDG Italy Managing Director* **BRUNELLO BOSSI** *in holding down the fort at last month's MACWORLD Expo/Milan.*

Macworld Italia's year-long reign as market leader helped draw more than 60 companies and 9,000 visitors to MACWORLD Expo/Milan last month.

Although Apple Computer decided not to participate this year, the third

•CONTINUED ON PAGE 2•

Macworld Editors Hold First Meeting

Organized by the Macworld GPSC, Milan gathering attracts representatives from 11 publications

Representatives from 11 different publications gathered at the first Macworld Editors Meeting for a day of information sharing and presentations by Apple executives.

Organized by the Macworld Global Product Support Center, the session was held the day before the opening of MACWORLD Expo/Milan. *Macworld Italia* hosted a dinner for the group and planned a week's agenda of activities for their *Macworld* colleagues, which included "Macworld Editors on Tour," an opportunity for expo visitors to meet the editors at the Macworld booth.

During the meeting, the editors discussed how they are covering new Apple technologies that are not necessarily labeled Macintosh, such as the Newton and Power Macintosh. While some are recommending that readers turn to sister IDG PC magazines, others are addressing these issues directly. The editors also talked about their forays into on-line, CD and interactive content, as well as how they are handling legal issues surrounding intellectual property and author rights.

Germany's **Stephan Scherzer** and Sweden's **Nicklas Mattson** spearheaded the hot topic of the day, an initiative to create a Best European Award series sponsored by the European *Macworlds*. The details of how the awards will be organized and presented are now being developed.

AMONG THOSE REPRESENTING VARIOUS *MACWORLD* PUBLICATIONS AT THE MEETING *were (from left):* NICKLAS MATTSON *(Sweden)*, RICHARD KLATOVSKY *(Czech Republic)*, CHIP CARMAN *(U.S.)*, OSCAR KNEPPERS *(The Netherlands)*, CUNO SCHNEEBERGER *(Switzerland)* *and (in front)* JAROSLAV VYDRA *(Czech Republic).*

Apple Computer's Jim Gable, product line manager for the Macintosh on Power PC project, and Frank Casanova, manager of the Advanced Technology Group, also demonstrated several new technologies, including OpenDoc and SoftWindows, and some others that may be included in the next update of system software.

EXPO

Continued from previous page

annual show pulled in slightly more exhibitors and attendees than in 1993, with about 1,400 professionals attending a two-day conference series on the Macintosh market.

IDG Italy Managing Director **Brunello Bossi** welcomed more than 400 people to the opening session, which featured speeches by Jim Gable and Frank Casanova (Apple Computer U.S.), **Galen Gruman** (senior associate editor/features, *Macworld* U.S.), Mike Inglis (Motorola Europe), Gary Griffiths (IBM Europe) and Angelo Ramolini (Bull Italia).

MACWORLD
EXPOSITION
Milano, 11-14 Maggio 1994

IDG Chairman **Pat McGovern** presented awards to the "Top Ten Competition" winners for the best Mac products and to the "Advertising Contest" winners for outstanding ads in *Macworld Italia,* as judged by the readers.

On the show floor, attendees crowded around the "Oldies but Goldies" display, a small museum organized by IDG Italy that displayed virtually all of Apple's hardware products produced since 1979.

Upcoming MACWORLD Expos are scheduled to take place in Boston in August and in Frankfurt, Mexico City and Toronto in September.

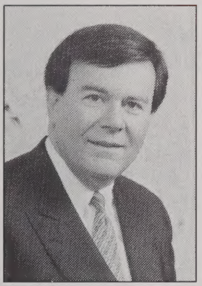
A NEW LOOK

With this issue, *IDG World Update* rolls out its first redesign in four years — a fine-tuning as opposed to a total overhaul. We hope you will find the issue easier to navigate and more enjoyable to read.

As always, we are most interested in hearing your thoughts — positive and negative — regarding the new look, so call, fax or E-mail your comments to us at 617-423-9030, fax: 617-423-0712 or E-mail P.Smith, P.Winn or S.Noyes.

***World Update* would like to extend a special thank you to *CIO* Assistant Art Director Moira Gillis who created our new look.**

ON LINE



PAT MCGOVERN

IDG's chairman is this week's columnist.

Q IDG just held its first on-line functional meeting, which attracted a broad range of attendees from many business units. How do you envision IDG embracing this technology in the coming years? What role will on-line technology have for the various business units?

A IDG's mission is to provide information services to its customers in whatever form best delivers that information to the user. One hundred years ago one might have asked what will be the role of the emerging technology of the telephone in the information services business. Clearly, the telephone has emerged as an important medium with which to communicate to our customers interactively. Also, some IDG business units offer pre-recorded information services by telephone (audiotext). Similarly, on-line access to text, image and graphics should be used by each IDG business unit in a manner and style that best adds value and usefulness to the information content it offers to its customers.

I am frustrated by the lack of name recognition IDC has with its prospects. Why haven't they heard of us? What, in your opinion, can we do to be first in the minds of our prospects?

We regularly conduct brand awareness studies and "share of mind" studies on the IDC brand. The results show that, among executives in marketing, and product and planning managers in the computer industry, the IDC name has the highest brand recognition among all market research companies in the information technology field.

What you may be referring to is that, as computers become a common information appliance in the home or in small businesses, more companies from the consumer goods industry are participating in distribution and marketing of computers. These firms are new to the computer industry and, therefore, are not initially familiar with the companies who are the leaders in providing market research on that industry.

However, even among these firms, IDC itself, and especially its LINK Resources subsidiary that specializes in consumer markets, is the most well-known market research firm. A well-organized and energetically executed market communication program by IDC and LINK Resources will ensure that the company maintains its brand awareness leadership position.

Please explain the relationship between InfoWorld and Ziff-Davis' newly formed on-line information service, Interchange. It seems inappropriate to me that an IDG business unit should get involved with a service being produced by IDG's major competitor in the publishing market.

Jim Casella, InfoWorld's president, reports that his business unit is in the process of licensing its content to many online services. They range from Apple's eWorld to Ziff-Davis' new service, Interchange, and to IDG's on-line service, Electronic Marketplace Systems.

Strategically, InfoWorld feels that its best interests are served by not being exclusive with any one on-line service, but by being available on many on-line services, so ease of access to *InfoWorld*'s information can be as great as possible.

Jim mentions that this decision in no way removes *InfoWorld's* focus on its No. 1 competitor, *PC Week*. *InfoWorld* feels that the electronic versions of its publication will help to demonstrate that it is the No. 1 PC IS weekly newspaper. As a key business unit of IDG, *InfoWorld* is committed to ensuring that IDG remains the dominant force in information services in the information technology field versus Ziff-Davis and all of its other competitors.

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

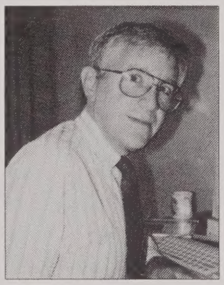
The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to *IDG World Update* via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

LINK Launches First Worldwide P-3 Study

In May 1994 LINK Resources formally launched the first Worldwide P-3 (Personal Productivity Partners) Multiclient Study. Building on the success of the 1993 U.S. multiclient study, the Worldwide P-3 study "will analyze the needs, the buying criteria and applications of likely early adopters in the commercial and residential markets on an international scale," said Project Director **Michael French**. Having established user needs, the study will forecast market growth and critical success factors for 'smart' handheld devices for mobile computing such as the Apple Newton, the Tandy Zoomer and the Motorola "Envoy."


LINK RESOURCES

FRENCH

LINK has signed its first U.S. clients and is currently speaking with other solid prospects. The study will incorporate primary research conducted by IDC international offices including Japan, Holland, Mexico and the U.K. To focus on the needs of European clients, a European research module will be produced by the IDC U.K. office in London. French predicts that the client base for the project will be divided between U.S. and overseas manufacturers of P-3 products and telephone and information services. An optional report on the current worldwide market is already available.

The program will be completed in September and will offer subscribers a variety of services including a monthly bulletin with timely information on the mobile computing industry; in-depth reports on P-3 users, emerging applications and enabling technologies; as well as a five-year forecast.

French said the study "will provide not only numerical forecasts, but a strategic understanding of the forces that will drive these rapidly emerging markets in each region and how critical success factors differ in each region."

World Expo, *Network World* join forces for new show

The premiere of "Network World Unplugged, the Anywhere, Anytime Computing Conference and Exposition," will be held April 11-13, 1995 at the New York Hilton and Towers in New York City. IDG World Expo and *Network World* are collaborating on a new show concept to address the technology and management issues that surround the $17 billion wireless communications services industry.

NETWORK WORLD UNPLUGGED

The Anywhere
Anytime
Computing
Conference And
Exposition

'A fundamental shift'

"Laptop computers have fueled a fundamental shift in our ability to get work done anytime, from anywhere," said **Ken Kaplan**, president of IDG World Expo. "This conference will focus on helping corporations build the technology framework that will empower their users to access, update and share information anywhere, as easily as they can from the desktop computer in their offices."

Network World has entered into a joint publishing agreement with *Forbes ASAP* to promote the event, marking the first such relationship *Network World* has forged with a consumer publication. *Forbes ASAP*, the technology supplement to *Forbes* magazine, has signed on as the official sponsor and will run a special advertising section on anywhere, anytime computing. The insert will also appear in *Network World* prior to the conference. Network World Unplugged marks another first, as an IDG World Expo event has never before been sponsored by a major consumer publication.

Show organizers have chosen the crime-stopper Dick Tracy®, talking into his wrist radio, as the official mascot of the promotional campaign. "We chose the famed 1940s-era comic character because he represents America's first image of wireless technology. He also illustrates how rapidly this technology has moved from science fiction to reality," said Show Manager **Andrew Everett**.

For more information on Network World Unplugged contact Andrew Everett, IDG World Expo at 508-820-8662.

REMINDER: TIME'S RUNNING OUT!

All U.S. editors are invited to attend the U.S. Editors' Meeting later this month. The meeting will be held at the Norwich Inn & Spa in Norwich, CT June 26-28.

For further information, please contact Cheryl Crivello at Network World, tel: 508-875-6400 ext. 403.

IDG WORLD UPDATE's

Local Loop

FOR FREE!!

• **Four Australian Shepherd mutts.** Free to good home. Great coloring. Born May 11. Available in July. San Francisco Bay Area.
- Karen Weiss, Integrated Media, Inc. (415-267-1712)

FOR SALE

• **Chevy Nova:** 1966 SS, L79, 327/350, black on black, excellent condition, former owner was Reggie Jackson [really!], $15,000.
- Marlene Levis, CIO (201-227-1140)

• **Wedding dress**, size 8. Short sleeves, lace bodice, full skirt. Must see! $170 or best offer (I've run out of storage space!)
- Becca Patton, Infotainment World (415-286-2551)

• **Nordic Track: "Achiever" model**. Three years old, only used three months, great condition. Asking $475 or best offer.
- Lisa McGrath, Computerworld (508-820-8201)

• **Vintage 1920 mahogany dining room table** with one leaf. Also a matching curved-front corner china cabinet. $300 for both pieces.
- Bill Laberis, Computerworld (508-820-8728)

• **Matching coffee table**, side table and sofa table. Large glass tops with square wooden bases. Good condition. $150 for all three.
- Emily Gaytan, CW Burlingame (415-347-0555)

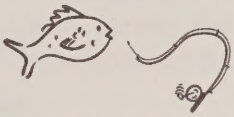
• **Newton memory card**. Capacity 2 MB. Price: $160. Never used.
- Glenys Mercado, Computerworld (508-820-8133)

• **Two burgandy occasional chairs**, no arms, swivel, custom made. One year old. $150 each or best offer. Grey tweed couch, 92". Like new! $250 or best offer.
- Jay Lampus, Marketing Service Division/West (415-705-6425)

• **Beautiful and spacious two-bedroom**, two-bath condo in Charles River Park, conveniently located in the heart of downtown Boston. Huge living room and dining areas, enclosed balcony, new kitchen, great view of the city. Indoor parking space also available. Health club and indoor tennis on site. Unit is listed with broker at $208,000 and $24,000 for parking space. Price is negotiable if sold direct. For further information, please call me direct at 508-935-4321 or my brother Marc (the owner) at 617-742-2240. He and his wife are expecting a baby in November and would like to move to the 'burbs. Please pass the word — it's a great place!
- Rebecca Segal, IDC (508-935-4321)

FOR RENT

• **Cape Cod cottage** in Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. Choice weeks in July & August still available. $500/week. Call 508-877-3272 or leave a message at 508-877-4313.
- Val Sanclemente, IDG Paper Services



• **Marin County (Calif.) home**. Four-year-old abode includes three bedrooms, two-and-a-half baths, dining room, living room with fireplace, gourmet kitchen, two-car garage attached, Japanese tea garden yard with hot tub! One year lease, $1,950/month.
- Linda Holbrook, CW/Burlingame (415-347-0555)

• **Large room** to let in house in Watertown, Mass. Newly renovated, 2 bathrooms, off-street parking, large lawn. Close to Boston and Framingham. Near public transit. Available July 1. $310/month plus heat/utilities.
- Brian Clarke, IDC (508-935-4765)

WANTED TO BUY

• **Turntable** and/or DJ equipment
- Jim Schott, CW Burlingame (415-347-0555)

• **Looking for a Macintosh IIvx/vi** in good working condition with or without CD-ROM drive, keyboard or mouse.
Looking for best deal ($400-$800 range). Will pay for shipping and insurance. Leave message at work (415-286-2557) or home (415-573-9153)
- Vincent Burns, Infotainment World

• **Hallmark Keepsake Collectors' Christmas ornaments:** 1981 Rocking Horse and 1993 Tigger and Piglet. Will pay reasonable price.
- Susan Ciullo, IDG (508-935-4567)

Turn the page for more classifieds and a coupon for sending in your ads!

BIRTHS

Rachael Mary Duda was born to Francis and Tiffany Duda on May 3, 1994. She weighed 8 lbs., 4 oz., was 21 1/2 inches, and was welcomed home by big sister Ashley.
- Francis Duda, IDG World Expo

MARRIAGES

Mary Cornetta (IDG Human Resources) and Erik Brown, June 11, 1994. Mary will be known as Mary Cornetta Brown.

Amy Fellows (IDG Credit) and Ramzi Hanania, May 14, 1994. Amy will be known as Amy Hanania.

IDG WORLD UPDATE's *Local Loop*

Back by popular demand!

The *Local Loop* is a one-page monthly insert within *IDG World Update,* circulated to all U.S. business units, that carries employee classified advertisements. If you have items for sale or rent, items wanted to buy, or services to offer or services needed, fill out the coupon below.

Ads should include the following information:

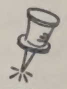
- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth announcements can be submitted, as well.

Information should be sent directly to the editors of the *IDG World Update*

via mail:
IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

or fax:
617-423-0712
or phone:
617-423-9030



Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by July 6 in order for them to appear in the July 11 issue!

IDG Job Opportunities Update

Monday, June 13, 1994

The *Job Opportunity Listing* will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

CORPORATE CONTROLLER (IDG)

The Corporate Controller will be responsible for managing IDG's U.S. Accounting, Financial Information Systems and Credit Departments. The individual will also be responsible for issuing IDG's worldwide consolidated financial statements in conjunction with the company's outside auditors. Qualifications for this position include: 10-15 years of related experience, a BS degree in accounting, strong management skills and the ability to run a centralized accounting function on a fee basis within a decentralized company. International experience dealing with attorneys, accountants and auditors is essential. CPA and/or advanced degree in accounting strongly preferred.

PART- TIME SHIPPER / MAILROOM ASSISTANT (NW)

The individual in this position will be responsible for posting outgoing mail, sorting and distributing internal mail and shipping courier packages. Candidate must be able to lift 50-100 lbs. Individual will provide backup coverage within the department. PC experience preferred. Hours are 3 PM-6 PM, Monday through Friday.

PART-TIME RECEIVER / MAILROOM ASSISTANT (NW)

The candidate for this position must be willing to work 9 AM-12 PM, Monday through Friday. Individual must have a good driving record and be able to lift 50-100 lbs. Responsibilities include picking up the morning mail, sorting and distributing the mail to internal and external employees, and other mailroom duties as assigned. Knowledge of the Macintosh with Excel experience preferred.

DISTRICT SALES MANAGER (NW)

Network World has an opening for a District Sales Manager located in the Rochelle Park office. Responsibilities include prospecting, selling and closing business. Three to five years sales experience within the IT industry preferred. (Previously posted as Regional Sales Manager, in the June 6th posting).

TELEPHONE INTERVIEWER (CWDD)

The ideal candidate will be interviewing IS professionals. This position requires previous telephone experience and a pleasant telephone voice. Individual must be detail-oriented, accurate and be able to adapt to changes in surveys.

Q A SPECIALIST (EMS)

Individual will participate in the creation, quality control and long-term maintenance of an on-line database of textural and multimedia materials. Background knowledge and appreciation of the IT industry is necessary. Experience with Database QA, strong computer skills and the ability to work under tight deadlines is required. Excellent communication skills are necessary. College degree required. Experience with on-line services a plus.

RECEPTIONIST (EMS)

The primary responsibilities in this position will be to answer incoming telephone calls and receive visitors. Candidate will provide administrative duties as requested. Organizational skills are necessary.

CUSTOM PUBLISHING SALES REPRESENTATIVE (IW)

The successful candidate must have experience selling space and dealing with editorial, design and production issues. Individual must be able to work with sales people to create proposals and understand the market to recognize opportunities.

ASSOCIATE EDITOR (IW)
Candidate must have at least two years experience as an editor for a computer or related technical publication. Strong technical editing and project management skills required. Experience with communications products a plus. Must be able to meet weekly deadlines and work with a team of test developers and technical analysts.

COPY EDITOR (IDG/B)
Responsibilities in this position include editing manuscripts for grammar, spelling and punctuation, as well as editing for sense, organization, clarity, accuracy and writing level. Word processing experience is preferred. Excellent communication skills required. College degree in English or related field is necessary.

PART-TIME SALES ASSISTANT / MERCHANDISER (IDG/B)
The successful candidate will assist account managers with account calls, customer service, stocking, store displays, and special promotions. Macintosh experience required. Excellent communications skills are necessary. Reliable transportation needed for local travel. (15-20 hours per week).

SALES ASSOCIATE - MULTIMEDIA WORLD (PCW)
The individual in this position will provide support to the Northern California/Midwest Advertising Manager in all facets of advertising sales and customer service. Candidate will work as a team member with Account Managers, selling display advertising for the Marketplace section and as assigned via the telephone. Experience in Word and Excel on the PC is required. Telemarketing experience a plus.

ASSISTANT TO THE EDITOR-IN-CHIEF - MULTIMEDIA WORLD (PCW)
Ideal candidate will provide administrative support to the Editor-In-Chief and the department as needed. Two years secretarial experience is preferred. Excellent communication skills are essential. Individual must be proficient in Excel and Word for Windows.

ASSISTANT EDITOR - MULTIMEDIA WORLD (PCW)
The individual in this position will act as a representative of the magazine at trade shows and local product demos. Candidate will generate, edit, and write accurate editorial copy. Responsibilities will include maintaining good relationships with manufacturers and PR reps of the multimedia community. Previous experience in magazine publishing plus a working knowledge of the computer industry is necessary. Candidate must be proficient in Word and Excel for Windows. Familiarity with multimedia in PC platform preferred.

NATIONAL ACCOUNTS MANAGER (MACWORLD)
The ideal candidate will pursue all advertising and other revenue generating opportunities with National and Strategic accounts through creative selling and marketing at all levels of the account. A minimum of five years experience in sales or marketing with high-tech companies is required. Excellent communications skills are essential. Candidate must have a solid understanding of the IT market. Knowledge of the Macintosh preferred.

ACCOUNT MANAGER, DIRECT RESPONSE SALES (MACWORLD)
The individual in this position will sell, service and develop Macworld mail-order customers. These customers are defined as any advertiser who uses advertising in Macworld exclusively to sell products off the page. A minimum of three years telesales experience is required. Strong knowledge of Macintosh markets preferred.

CIRCULATION MANAGER - ADVANCED SYSTEMS (IMI)
The successful candidate will manage all aspects of circulation and meet budget and rate base goals. Individual will be responsible for the management of all promotion and fulfillment activity work assignments. Duties include managing all new subscriber, billing and renewal programs. Candidate will develop and manage all direct mail campaigns.

IDG Job Opportunities Update

June 13, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	P/T Paralegal	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Analyst	Boston, MA	S. Perry	(508)820-8160
IDG	Director, National Accounts	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	West Coast Correspondent	IDG Int'l. Pub Serv. San Francisco,CA	R. Garretson	(617)423-9030
WEC	Exhibit Services Coordinator	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative(2) ComNet	Framingham MA (1) San Mateo, CA(1)	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Art Intern	Framingham, MA	K. Morneau	(508)935-4508
CIO	Senior Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
CIO	List Services Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
NW	P/T Shipper/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	District Sales Manager	Rochelle Park, NJ	M. Cornetta	(508)935-4734
NW	P/T Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Telephone Interviewer	CW Database, Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer / Analyst	CW Database. Framingham, MA	S. Perry	(508)820-8160
CWI	Mail Clerk	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	S. Perry	(508)820-8160
CW/RTI	Telemarketing Manager	New Bedford/Framingham, MA	S. Perry	(508)820-8160
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Receptionist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Custom Publishing Sales Rep.	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(4150312-0566
IW	Systems Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

June 13, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter(2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Sales Assistant / Merchandiser (2)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Marketing Coordinator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistant	Braintree, MA	C. Neumann	(415)312-0501
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Mgr./Distributiion Operations	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Sales Associate	Muldtimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Test Center Coordinator	San Francisco, CA	G. Smith	(415)267-1790
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco, CA	G. Smith	(415)267-1790
PCW	Senior Performance Analyst	San Francisco,CA	G. Smith	(415)267-1790
MAC	National Accounts Manager	Irvine, CA	S. Dolan	(415)978-3159
MAC	Account Mgr., Direct Response Sales	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Director, Telesales Operations	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)267-1757
IMI	Circulation Manager	Advanced Sys., San Francisco, CA	E. Chittenden	(415)978-3306
IMI	Reviews Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)267-1722
IMI	Feature Writer	Advanced Sys., San Francisco, CA	F. Lee	(415)267-1722
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)267-1722
IFTW	Book Editor	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286)2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Regional Account Mgr. (2)	Electronic Ent. IL/NJ	J. Shepard	(415)286-2530
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

IDG Italy Taps New Users With Two-Pronged Strategy

With the local home computer market just beginning to blossom, IDG Italy has enjoyed phenomenal success with two niche products: a *PC World Italia* "computer course" supplement for new users and *PC Shopping*, a bimonthly magazine.

Since last November, each issue of *PC World Italia* has been polybagged with one in a series of 24-page booklets, authored by *PCW* staff, that teach basic computer concepts. Supported by a different advertiser each month, the first five issues were dedicated to hardware questions — what is a printer, what is a modem, how do they work, etc. The last four, which conclude in July, focus on software terminology and products. A CD-ROM containing all nine supplements will be available in September.

According to Managing Director **Brunello Bossi**, the traditional, more sophisticated *PC World* readers have not voiced any complaints about the simplified supplement content and typically pass the material along to interested family or friends.

PC SHOPPPING HAS GENERATED SO MANY INQUIRIES THAT *the company had to hire an outside firm to process the requests.***TIZIANA PARMA** *(left) and* **MARIA GRAZIA TRIPODI**, *circulation assistants, and* **GABRIELE ARIOLI**, *circulation director, display a few of the 47,000 responses that have flooded the office.*

Publicity about the course through the daily papers and other IDG magazines has helped increase *PCW*'s newsstand sales 25%, and subscriptions are also on the rise. The supplement has prompted such favorable response that a Windows course is in the works and a Macintosh program is being considered.

PC Shopping, which debuted last December, contains comprehensive, easy-to-understand product and distribution information. The only publication of its kind in Italy, it covers topics such as where to find hardware and software products, what questions to ask before buying, where to get help after the purchase and what legal options there are if something doesn't work. Interviews with vendors, distributors and users; profiles of best-selling products and coupons for people to use for direct ordering are also included.

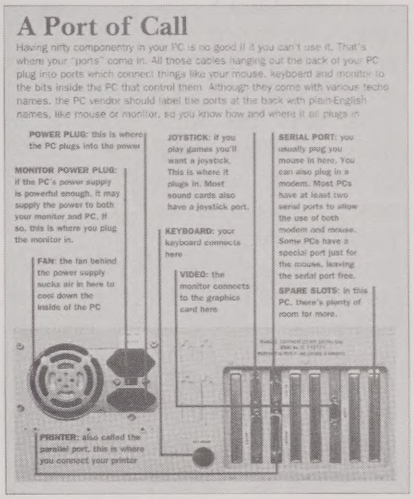
The editorial content of *PC Shopping* is written by **Emanuela Teruzzi**, **Simone Majocchi** and Brunello Bossi. Each issue usually focuses on a specific market segment such as multimedia.

Distribution is currently through subscription, although IDG Italy also provides copies of *PC Shopping* to resellers who distribute them for free as learning tools to customers. In December, when the publication goes monthy, it will be available on the newsstand as well. Circulation, now at 210,000, is growing.

The response to *PC Shopping* has been overwhelming, Bossi said. More than 47,000 questionnaires requesting subscriptions or more information have poured in since December. The questionnaires, which were mailed to prospects and included in all IDG Italy publications, have yielded valuable data on who readers are and what kinds of information they need.

GUIDE

continued from page 1


A Port of Call
Having nifty componentry in your PC is no good if it you can't use it. That's where your "ports" come in. All those cables hanging out the back of your PC plug into ports which connect things like your mouse, keyboard and monitor to the bits inside the PC that control them. Although they come with various techo names, the PC vendor should label the ports at the back with plain-English names, like mouse or monitor, so you know how and where it all plugs in
POWER PLUG: this is where the PC plugs into the power
MONITOR POWER PLUG: if the PC's power supply is powerful enough, it may supply the power to both your monitor and PC. If so, this is where you plug the monitor in.
FAN: the fan behind the power supply sucks air in here to cool down the inside of the PC
JOYSTICK: if you play games you'll want a joystick. This is where it plugs in. Most sound cards also have a joystick port.
KEYBOARD: your keyboard connects here
VIDEO: the monitor connects to the graphics card here
SERIAL PORT: you usually plug you mouse in here. You can also plug in a modem. Most PCs have at least two serial ports to allow the use of both modem and mouse. Some PCs have a special port just for the mouse, leaving the serial port free.
SPARE SLOTS: in this PC, there's plenty of room for more.
PRINTER: also called the parallel port, this is where you connect your printer

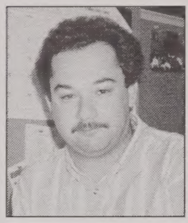
ONE OF THE MANY INFOGRAPHICS *used throughout the new publication designed to help beginners decipher the mysteries of the PC.*

ies are offered to resellers to use as a sales tool to help sell to first-time buyers. Some dealers have even run ads in their local papers offering the magazine for sale, Taylor said.

- **Direct mail to IS departments at local businesses**. The magazine is positioned as a user support tool and this effort has also had an excellent response, with many organizations buying up to 20 copies at a time.
- **Run ads for the magazine** in *Computerworld New Zealand* and *PC World New Zealand.*
- **Education market**. While not included in the original target market for the publication, the education market has responded in an "overwhelmingly positive fashion," noted Taylor, who said his company is considering producing a special edition tailored to the education market.
- **Special in-store merchandising program**. IDG New Zealand's newsstand distributor is puttting together a program designed to attract readers who may not be regular visitors to the computer section of the newsstand.
- **"Recycle" the editorial**. Taylor said that he is currently talking to several vendors about producing customized versions of the guide adapted to specific markets for them to use as point-of-sale support for resellers.

NOTEWORTHY

PROMOTIONS


DESMOND

WORLD UPDATE

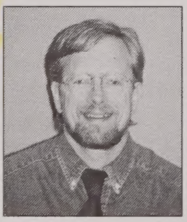
Paul Desmond has been promoted to news editor at *Network World.* "Paul's work with the news folks to balance the coverage of breaking news, trend/analysis pieces and user stories has helped make the first half of the year particularly strong," said Senior Features Editor Jon Dix. "Paul has been instrumental in forming S.W.A.T. teams of individuals from different groups to cover major stories, which has "resulted in far superior coverage than our competitors carried," Dix added.

Paul Devine has been promoted to assistant editor/online for *Macworld* where he will help to coordinate the magazine's presence in online computer services. Paul majored in women's studies at Vassar College and enjoys reading and netsurfing.

TRANSFERS

Originally associate hardware editor for *InfoWorld*, **Jeanette Borzo** has been hired as associate editor for *Publish.* Jeanette studied at the University of California at Berkeley, where she received a BA in Russian languages and literature. After hours, she moonlights as a theater and music critic.

NEW EMPLOYEES


MOORE

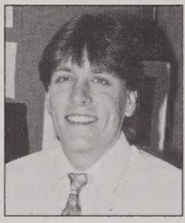
MARY BETH WELCH

Steve Moore has signed on as senior editor at *Computerworld,* where his focus will be network management. Steve earned his masters degree in journalism from the University of Colorado and previously worked as features editor for *Network World.* He makes time for writing, running, music and travel.

SULLIVAN

WORLD UPDATE

IDG welcomes two new employees. **Jim Sullivan** is a staff accountant who comes to IDG from Data General Corp., where he was a senior accountant for external reporting. Jim graduated from the University of Massachusetts at Dartmouth with a BS in accounting and enjoys golfing and spending time with his family.


WOOSTER

WORLD UPDATE

Eric Wooster has been hired as a payroll benfits administrator responsible for COBRA administration. He attended Cape Cod Community College and in his free time sails, fishes and listens to jazz music.

IDG Books Worldwide heralds the arrival of three new staff members. As director of U.S. field sales, **Ken Ball** will lead and manage the U.S. field sales force. Ken graduated from Bradley University with a BS in marketing/communications. His outside interests include running, sailing, Chinese cooking and collecting jazz records.

Previously district sales manager for Sybex, **Sandy Bain** is the northwest regional account manager for IDG Books Worldwide. She received a BS in mathematics from the University of Vermont and counts sailing, skiing and running as leisure time activities.

Jamie Maroney is human resources manager for IDG Books in Indianapolis. Jamie attended Butler and Purdue Universities and earned a BS in retail management. Prior to joining IDG she was director of HR at LMB Microcomputers. Outside the office, Jamie is involved in church-related activities and plays golf.

InfoWorld welcomes Editorial Researcher **Jim Battey**. As a service coordinator for the Smith-Emery Co., Jim was involved in an array of sales, marketing and research functions. He earned a degree in English from U.C.L.A. and dabbles in books, music and sports.

CHAIRMAN'S ACHIEVERS

ANGELINA BEITIA

Circulation Director
Macworld

BEITIA

JULIE DUNN

Angelina Beitia joined *Macworld* just over a year ago to head up the circulation department. She has used her extensive experience with companies like Lighthouse Publishing Consulting and *Parenting Magazine* to transform circulation procedure. "Angelina is a true professional with superb leadership qualities," said Chief Operating Officer Colin Crawford. "Angelina and her circulation team have really revolutionized *Macworld*'s approach to circulation strategy, resulting in significant reduction in expenses for the publication."

During the course of the past year, Angelina has been involved in an array of activities, from co-chairing the Circulation Managers Meeting held April 28-29 in Carmel, Calif., to guiding her team in the day-to-day circulation functions of the magazine. For *Macworld*, Angelina's hard work has literally paid off. According to IDG Vice President, Financial Planning and Analysis **Susan Petrie**, "Angelina has emerged as a rising star...She has been influential in reducing circulation expenses significantly, and this is one of the key reasons *Macworld* is showing such a solid bottom-line performance despite the weak revenue market."

Managers may nominate an employee as a Chairman's Achiever by requestng a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Debbie Sobin - IDG

FOURTEEN YEARS
Robin Silverman - IDG
Matthew Smith - Computerworld

THIRTEEN YEARS
Marcia Burke - TechMedia
William Greenwood - TechMedia
Patricia Keefe - Computerworld

TWELVE YEARS
Deb Colacchio - IDG

ELEVEN YEARS
Derek Hulitzky - Computerworld

TEN YEARS
Cristina Escobar - IDG Mexico
Mitchell Betts - Computerworld
Carol Miller - IDC

NINE YEARS
Ed Foster - InfoWorld
Joan-Carol Brigham - IDC
Marilynn Raineri - IDC
Donald Best - IDC

EIGHT YEARS
Jonathan Epstein - Multimedia World
Susan Egan - InfoWorld
Tom Moran - Macworld
Analia Guimil - IDG Argentina
John Robison - IDG
Mary Brandel - Computerworld

SEVEN YEARS
Norman Noble - IDG Central Services
Linda Manes Goodwin - PC World
Mark Stephens - InfoWorld
Frank Hahn - IDG Germany
Irmtrud Wegener - IDG Germany
Bob Brewin - GITG
Maureen Preble - IDG/C
Gary Anthes - Computerworld
George Glenn - IDG

SIX YEARS
Jose Luis Becerra - IDG Mexico
Oralia Hernadez - IDG Mexico
Debra McKenna - Network World
Susan Petrie - IDG
Rebeca Williamson - IDC
Lottis Bergson - IDG Sweden
Paul Desmond - Network World
Susan Kusnic - Computerworld
Patricia Walker - Computerworld
Debra Brown - IDG/C

FIVE YEARS
Pierre Mangin - IDG France
Bob Peterson - InfoWorld
Janet King - IDG Research Services
Paul King - Macworld
Bruce Witney - IDC
Michelle Psyhogeos - Network World
Robin Robinson - Computerworld

FOUR YEARS
Bob Carrigan - PC World
Henry Pham - PC World
Mark Taussig - PC World
Pierre-Alexandre Montagne - IDG France
Nick Petreley - InfoWorld
Delia de Planchart - IDG Venezuela
Rosa Rodriguez - IDG Spain
Othon Correa - IDG Mexico
Martha Cardenas - IDG Mexico
Jay Sparrow - Computerworld
Claire O'Brien - Network World
Robert Merrick - IDG
Stephen Fontaine - IDC
Deborah Clifford - IDC
Andrew Everett - World Expo
Michael Fitzgerald - Computerworld
Derek Slater - Computerworld

THREE YEARS
Thomas Gewecke - PC World
Dan Miller - PC World
Richard Johnson - PC World
Karen Rodriguez - InfoWorld
Carol Johnstone - Macworld
Galen Gruman - Macworld
Gabriela Medina - IDG Mexico
Glenna Fasold - Network World
Bridget Cammarata - CIO
Bernard Theobald - IDG
Mary Cotugno - Computerworld
Margaret McAdam - Computerworld

TWO YEARS
Carolyn Perot - PC World
Owen Linderholm - PC World
Arthur Labridy - IDG France
Fabian Hernandez - IDG Argentina
Rob Garretson - IDG News Service
Tina Dolvander - IDG Sweden
Marianella Nuñez - IDG Venezuela
Jessica Monreal - IDG Mexico
John Moore - GITG
Michael Rogers - IDG
Cara Wong - IDC
Anna Foley - IDG Hong Kong
Christine Yam - Infotainment World
Lori Connolly - IDG

ONE YEAR
Lisa Ryan-Bonfantino - IPS
Damon Dean - Multimedia World
Sarah Klein - PC World
Stewart Deck - PC World/Lotus
Jean-Charles Meningand - IDG France
Tony Augsburger - IDG Books
Michelle Van Fleet - IDG Books
Ernst Lehmhofer - IDG Germany
Heike Will - IDG Germany
Birgit Mayer - IDG Germany
Kelli Walton - CIO
William Burch - Network World
Laura Segervall - IDC
Paul Mason - IDC
Linda Myers-Tierney - IDC
Luis Garcia - IDG Argentina
Randy Randolph - Infotainment World
Jean-Claude Joseph - IDG
Kristin Schiller - Network World

CORRECTIONS:

In the May 2 issue of *World Update* Julio Attala was cited as celebrating his seventh anniversary with IDG Venezuela — he is advertising manager for IDG Argentina.

The following employees were inadvertently omitted from the May anniversary listing:

Nine years: Joan Swarms, Lotus/PC World; **Eight years**: Pat Kenealy, and Bob Ostrow, PC World; Carol White, Lotus/PC World; **Six years**: Colette Cornish, Barbara Adamson and Greg Smith, PC World; Claudia Smukler, Multimedia World; Vicki Peilen, IDG Central Services; **Five years**: Paul Fitzgibbon, Multimedia World; **Three years**: Dan Ruby, IMI; **Two years**: Monique Borawski, IDG Central Services; Shalini Chatterjee, Advanced Systems; Don Menn, Multimedia World/PC World; Dennis Sheridan, PC World.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Tom Mathews will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* key chains.

HONORABLE MENTIONS:

"We blow this joint tomorrow at midnight - flash Lefty @l.jail.com."
-Simon Salamon
LINK Resources

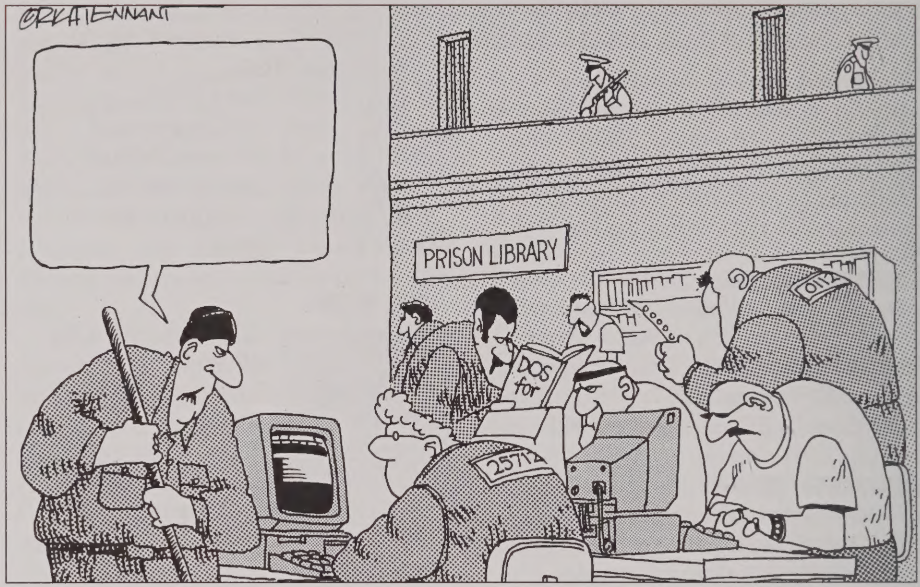
"Command-Alt-Escape. Pass it on."
-Tom Moran
Macworld

"Psst...that key marked 'Escape'...it doesn't work."
-Marc Mikulich
IDG Books

"You knuckleheads. The escape button isn't what you think it is!"
-Tim Clarke
International Publishing Services

"Push the Escape key."
-Vic Kline
InfoWorld

"Hey pal, have you heard anything about windows being open?"
-John Carpenter
Computerworld Database Division



"Psst, the warden reads *Dummies* books, pass it on."
- Tom Mathews
IDG

"Listen, kid, if you know what's good for ya. No one surfs the Internet without Spike's ok. Unnerstand?"
-Alan Farias
Computerworld Database Division

"You'll never escape through that window."
-Mariva Aviram
InfoWorld

"Are you sure your windows have no bars?"
-Pedro Costa
IDG Brazil

"Don't erase more than five years off your sentence - you'll just end up back here sweeping floors."
-Anne Stuart
CIO

"Hey — no wimps allowed on the PC."
- Wee Liang Toon
IDC Singapore

"A word to the wise, kid — put that mouse down and learn to hot key from app. to app. if you expect to gain any respect around here."
- Rich Tennant's original caption

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E.mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E.mail: P.Smith

Penny Winn
617-423-0406
E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.Mail: L.Ryan

IDG World Update is published weekly for the employees of International Data Group. IDG is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. IDG World Update's office is located at 41 West Street, 7th floor, Boston, Mass. 02111. Telephone 617-423-9030 Fax: 617-423-0712.

Volume 24, Number 25 June 20, 1994

ON LINE: WALTER BOYD ANSWERS THE QUESTION ON EVERYONE'S MIND
PAGE 3

SPOTLIGHT: IDG AFFILIATE IN ISRAEL CONTINUES TO GROW AND DIVERSIFY
PAGE 4

IDG DEFEATS ZIFF-DAVIS AND WINS BIG FOR AIDS ACTION COMMITTEE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Books Has Fun at ABA Gathering

COMPUTER KNOW-HOW NOW!

IDG Books Worldwide marked its fourth and most successful year at the American Booksellers Association Convention with a variety of presentations, premiums and parties that created mind share and facilitated interchange with booksellers and buyers while still allowing for a good time and a few laughs.

Capitalizing on the high visibility forum in which over 1,800 exhibitors and 30,000 attendees took part, the staff of IDG Books devised a clever campaign that ran throughout the show, held May 28-June 1 in Los Angeles. "Our main message that was carried out through all the events was that 'IDG Books is the No. 1 choice for more bestsellers," said Publicist **Kathy Day**.

Banners flew in the exhibition booth displaying that message with covers of IDG Books bestsellers. In addition, five 4' X 20' banners hung in the concourse between the two halls flaunting clever lines like "it's no secret that these books are frequent flyers"(referring to the way they fly off the shelves). The show also represented the official foray of Dummies Press, Macworld Press and Programmers Press, IDG Books' newly decentralized divisions, into the computer

•CONTINUED PAGE 7•

CW's Smithsonian Awards Honor High-Tech Heroes

CHIP SIMONS

WINNERS HONORED AT *COMPUTERWORLD*'S SIXTH ANNUAL SMITHSONIAN AWARDS *gather on the stage at the National Building Museum in Washington, D.C., for a champagne toast. The event attracted more than 800 industry luminaries.*

Before a crowd of more than 800 industry leaders, nominees and information systems professionals, *Computerworld* announced the winners of its sixth annual Smithsonian Awards Program at a black-tie gala at the National Building Museum in Washington D.C. earlier this month.

The awards, established in 1989 to recognize the positive impact that information technology has had on all aspects of human endeavor, honor outstanding applications of information technology, while underscoring for the general public the benefits that IT brings to daily life. Among this year's winners — selected from an initial group of 279 nominees — were creators of technology:

- Allowing para/quadriplegics to stand, walk and climb stairs.
- Bringing dinosaurs to life in the

•CONTINUED PAGE 2•

Smithsonian
Continued from previous page

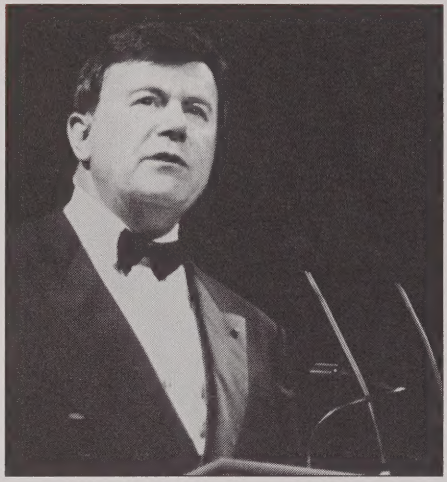
movie *Jurassic Park.*

- Helping Los Angeles city planners rebuild neighborhoods.
- Enhancing scientists' understanding of global weather conditions by simulating the evolution of ocean currents and temperatures.

Hosting the event were IDG Chairman **Pat McGovern**; **Gary J. Beach**, president and publisher of *Computerworld*; Dr. Spencer Crew, director of the Smithsonian's National Museum of American History; and David Allison, chief curator of computers, information and society at the National Museum of American History.

John Hockenberry of ABC-TV's "Day One" served as master of ceremonies.

"Each year, the awards serve as a powerful reminder of the tremendous impact technology is having on our society — and how technology will continue to improve the quality of life in the future," noted Beach.


"FUTURE GENERATIONS WILL WANT TO *know how information technology changed the world. Here are the applications, here are the heroes, here is the history," said Pat McGovern, co-host of CW's Smithsonian Awards.*

The CW Smithsonian Award winners represent the most innovative uses of technology in 10 industry-segmented categories. Judges renowned as experts within their respective fields selected the winners from among 50 outstanding finalists. The winning applicants will be included in "The Information Age: People, Information and Technology," a permanent exhibition at the Smithsonian Institution that has already been seen by more than four million people.

CHIP SIMONS PHOTOS

COMPUTERWORLD PRESIDENT AND *Publisher Gary Beach (r) congratulates Larry Ellison, president and CEO of Oracle Corp., winner of one of this year's Information Technology Leadership Awards.*

AND THE WINNERS ARE...

1994 COMPUTERWORLD SMITHSONIAN AWARD WINNERS

- **Business and related services**
Mervyn's Inc. Hayward, Calif.

- **Education and academia**
University of California Los Angeles

- **Environment/energy/agriculture**
The Nature Conservancy, Arlington, Va.

- **Finance/insurance/real estate**
National Association of Securities Dealers, New York

- **Government/nonprofit groups**
Massachusetts Executive Office of Environmental Affairs
Boston

- **Manufacturing**
Convex Computer Corp., Richardson, Texas

- **Media/arts/entertainment**
Industrial Light & Magic, San Rafael, Calif.

- **Medicine**
Veterans Administration Medical Center
Cleveland

- **Science**
Los Alamos National Laboratory, Los Alamos, N.M.

- **Transportation**
Qualcomm Inc.
San Diego

1994 SMITHSONIAN INFORMATION TECHNOLOGY LEADERSHIP AWARDS

- **Price Waterhouse Award for Lifetime Achievement**
Douglas Engelbart, president
Bootstrap Institute, Stanford University

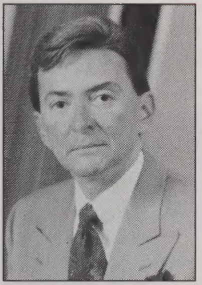
- **Cray Research Award for Breakthrough Computational Science**
Professors David McQueen and Charles Peskin
Courant Institute of Mathematical Sciences
New York University

- **Computerworld Smithsonian Award for Education**
Inabeth Miller, vice president of Affiliate Programs
Curriculum Television Corp.

- **Science Applications International Corp. Award for Global Integration**
Lawrence Ellison, president and CEO, Oracle Corp.

- **MCI Award for Innovation**
Seymour Cray, chairman of the board, Cray Computer Corp.

ON LINE



WALTER BOYD

IDG's president is this week's columnist.

Q Obviously the question that is on everybody's mind is the decision to put Ziff Communications up for sale. What are the implications of this sale for IDG?

A I'm sure that by this point everyone connected in any way with the computer industry is wondering what implications the Ziff Communications move will have over the coming months.

Clearly there are distinct advantages for IDG companies both here and abroad as there will undoubtedly be a great deal of confusion, both internal and external, following *The Wall Street Journal* article of June 10. I assume people will start to realize what we have been saying all along, that Ziff has never had the same commitment to the IT industry that has been very clearly demonstrated by IDG over the past 30 plus years.

We can also assume that many major advertisers and buyers of IT products will think twice about making long-term commitments to a company whose very ownership will be in doubt for several months to come. And I'm sure that most people have had enough experience with other sales/mergers to realize that after a takeover there is invariably a rather shaky and uncertain state of affairs that can last for months, if not years.

It is highly likely that Ziff will try to sell the entire company as a single unit. If that fails, there is a possibility that they would divide the company into two units: publishing and all other activities. Much really depends on who actually winds up buying Ziff as each potential buyer will have a different and unique reason for wanting the company. Another scenario would be for a major corporation to buy the entire Ziff package and then divest itself of those units that did not fit into its long-term strategy. At that point, it might be possible for IDG to acquire some of the assets if they were ones that fit with our strategic positioning.

From a purely technical standpoint there might very well be a problem with the U.S. Justice Department if IDG were to buy all of the Ziff assets. At any rate, in my opinion, such a "merger" would be bad for the overall market.

Certainly the sale of Ziff will have some kind of positive impact on the IDG share evaluation somewhere down the road. Marshall and Stevens, the company that makes the annual evaluation of IDG, regularly looks at valuations for companies that are comparable to IDG, and certainly Ziff Communications and IDG are nothing if not comparable. But, as of now, Ziff has been a privately held company so no reliable figures have been available for a company such as Marshall and Stevens to use. If, however, a publicly held company purchases Ziff Communications the purchase price will be public knowledge and could be used in the evaluation of IDG share prices.

What has happened to the idea of having business unit presidents assume temporary, rotating positions on the Executive Committee? Is that policy still in place?

The policy is still very much in place and has been working extremely well. We now have one representative from the U.S. and one from an off-shore IDG company serving concurrent four-month terms on the Executive Committee.

These representatives are elected to serve by their colleagues. To date, everyone who has served a term feels the experience is very positive and gives them a much better view of how decisions are made within the IDG framework. It also gives them a fuller understanding of the range of activities that regularly come before the Executive Committee on a weekly and monthly basis.

The rotating members participate in the weekly "11:11" conference calls and come to Exeter Plaza at the end of each month to take part in the monthly review meeting. During the course of their tenure, they receive all communications and correspondence addressed to the Executive Committee so that they are fully involved in the decision making process.

Coming, as they do, from the operations where the real action takes place, their contributions have been extremely valuable to those of us who don't have the opportunity to be out in the field as much as we would like.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

SPOTLIGHT

Israel's People & Computers Offers Full Range of Services

Israel's People & Computers began its IDG affiliation 13 years ago on the same day the company opened for business in 1981, making it one of IDG's most long-standing licensees.

Its first publication, a bi-weekly computer industry newspaper called *People & Computers*, boasted a staff of four. Today, *People & Computers*, Israel's leading IT weekly, anchors a lineup of 10 publications, and the staff of 60 provides a broad range of IT services and resources including reference catalogs, exhibitions, conferences, seminars, a software sales organization and an international department that aims to promote Israeli products in overseas markets.

"We started out as Israel's first — and only — computer industry weekly," noted **Israel Pelled**, People & Computers' joint managing director, founder and editor-in-chief. "Today we still retain the unique position of being the only industry weekly. The combination of information services we provide fills a void in the Israeli high-tech marketplace."

Expansion and diversification

Early on the company embarked on an ambitious program of expansion and diversification aimed at meeting the changing needs of the local marketplace. To this end the company has launched five quarterly publications, three monthlies, including the Hebrew version of *PC World*, and a daily fax service. Recently, the company launched *Beyond Hebrew Windows*, a monthly targeted at the growing number of users of the very popular Hebrew Windows software and *Multimedia*, another monthly, edited by **Uri Aloni**.

WANDA REFAELY *heads up the international department whose twin goals are promoting Israeli products abroad and importing information to enrich the local IT community.*

Another new title, *High-Tech Print*, will debut in July and appear six times a year. Edited by **Yehuda Konfortis**, it will target the desktop publishing market.

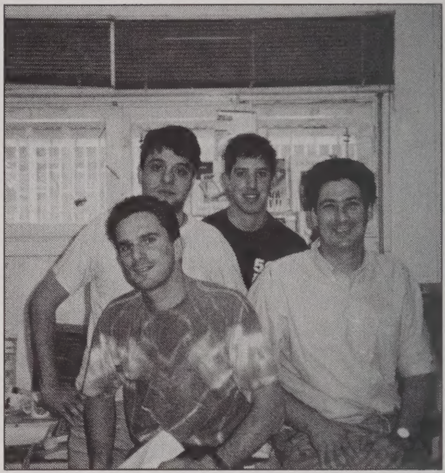
In addition the company maintains an active exhibition and conference unit that produces two major exhibitions each year — INFOTech Spring and Fall — as well as up to 20 seminars, tutorials, conferences and lectures each month.

The group's international department, established earlier this year and headed up by **Wanda Refaely**, international relations manager, has two primary missions. On the one hand, it aims to assist Israeli high-tech companies in bringing their products and services to the attention of the rest of the world. Its first major effort in this area was the production of a catalog listing more than 300 Israeli computer and communications companies and their products that was distributed free of charge at this year's CeBIT show in Germany.

"This project was borne out of the knowledge that Israel has high-tech products of international quality that are often produced by small and mid-size companies without the resources necessary to participate in an event such as CeBIT," noted Pelled. The group is currently at work on a second catalog that will be distributed at Comdex Fall in the U.S.

Equally important to promoting Israeli products abroad are the group's efforts to import information and activities from overseas to enrich the local community's knowledge of industry-related developments, said Refaely. "For instance,"she noted," we will bring the internationally renowned IT expert, Paul Strassmann, to Israel for a two-day seminar this July. We have also been talking to IDG World Expo about producing an Israel Windows World expo in November."

To round out the complete package of services it provides to the IT community, the company established a "Software City" unit, managed by **Rafi Ashkenazi**, which sells a wide variety of locally developed and imported software products as well as Hebrew versions of software developed abroad. "Software City is a completely independent business unit under the People & Computers umbrella," Ashkenazi said. "We function, for all practical purposes, as an advertiser in the various People & Computers publications. The editorial staff and advertising manager are very careful to maintain the publications' integrity, recently going so far as to run a full-page profile of our leading competitor detailing its recent success," Ashkenazi noted.



PEOPLE & COMPUTERS PHOTOS

THE STAFF OF PEOPLE & COMPUTERS' *Software City, an independent software distributor (front l-r): Adi Ben-David, sales rep; Rafi Ashkenazi, manager; (back l-r): Guy Grubner, sales rep; and Tal Scheuerman, sales rep.*

Because it is not aligned with any one particular vendor, but rather can supply customers with virtually any package from any manufacturer, the unit has enjoyed great success, Ashkenazi said.

An inevitable result of all this growth is that the company has recently been forced to locate new office space. "We decided that the time had come to move into more spacious offices that will accommodate our future plans for expansion as well as the tremendous growth we've already experienced," said **Dahlia Pelled**, joint managing director, founder and finance director.

The group hopes to move to its new location at the end of the July.

IDG Job Opportunities Update

Monday, June 20, 1994

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

ADMINISTRATIVE ASSISTANT - PERSONAL SYSTEMS GROUP (IDC)

The individual in this position will be responsible for processing mailing labels, coordinating research mailings and maintaining research files. Candidate will provide administrative support to the local analysts, including data entry of client inquiries and running reports for the sales force and analysts. Duties will also include sending research electronically over the Internet and making travel arrangements. Knowledge of Paradox, MS Word , and electronic mail helpful. This position reports to the Group Operations Coordinator.

SALES REPRESENTATIVE (IW)

Ideal candidate will be responsible for prospecting and maintaining advertising space for InfoWorld in the Bay Area region. Three to five years outside ad sales experience and knowledge of the computer industry desired.

SYSTEMS ANALYST (IDG/B)

The ideal candidate must have experience in the UNIX environment, plus one to three years supervisory experience. A BS in Computer Science or a business degree with a concentration in Computer Science preferred. Three to five years experience in IS required.

BRAND MANAGER (IDG/B)

The individual in this position will prepare sales and marketing collateral and work with the Editorial Department to develop product specifications. Candidate will also work with the Acquisitions Department to solicit proposals for emerging publishing areas.

DATA ENTRY ASSISTANT (IDG/B)

The individual in this position must be computer literate and have experience in data entry. Candidate must be flexible and team oriented.

PROOFREADER (IDG/B)

Successful candidate should have experience in technical proofreading, problem-solving and time-management. English degree preferred. Knowledge of desktop publishing a plus. Individual must be detail-oriented. This position reports to the Production Director.

INDEXER (IDG/B)

The individual in this position must be a trained indexer with published indexes. Proofreading skills are necessary. Knowledge of Aldus Pagemaker a plus.

DESIGN ASSOCIATE - MULTIMEDIA WORLD (PCW)

Responsibilities in this position include participating in the design and mechanical production of Multimedia World and InterAction magazines. Candidate will assist the Art Director in supervising production artists and developing organizational procedures and forms for the Art Department. Two years of graphic design experience required. Editorial experience and a working knowledge of QuarkXPress and Adobe Photoshop in a Macintosh environment a plus.

COPY EDITOR - MULTIMEDIA WORLD (PCW)

The responsibilities in this position include copy editing, proofreading, copy fitting, extensive work with tables, and tracking articles through production. Individual will work with editors and designers to ensure clarity and accuracy. Two years experience in magazine copy editing and production is required. Candidate must know the Chicago Manual of Style and be proficient in word-processing and QuarkXpress on the Macintosh.

ASSISTANT PRODUCTION MANAGER - MULTIMEDIA WORLD (PCW)

The successful candidate will be responsible for the timely and accurate production of Multimedia World and InterAction magazines and other ancillary products as may be assigned. Duties include tracking editorial film from prepress through final film. Individual will ensure that production, service bureaus and printer deadlines are met. Publication production experience is necessary. Knowledge of computer publishing software is essential.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Louise Reed	(508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette	(508)935-4605
	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/ LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)546-7722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Jamie Maroney	(317)895-5222

IDG Job Opportunities Update

June 20, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	Financial Analyst	Boston, MA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	West Coast Correspondent	IDG Int'l. Pub Serv. San Francisco,CA	R. Garretson	(617)423-9030
WEC	Account Manager, Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative, ComNet	San Mateo, CA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Art Intern	Framingham, MA	K. Morneau	(508)935-4508
CIO	Senior Marketing Analyst	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0134
NW	P/T Shipper/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	District Sales Manager	Rochelle Park, NJ	M. Cornetta	(508)935-4734
IDC	Admin. Asst. / Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Telephone Interviewer	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	Programmer / Analyst	CW Database. Framingham, MA	T. O'Connor	(508)820-8566
CWI	Mail Clerk	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Receptionist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Sales Respresentative	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Custom Publishing Sales Rep.	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(4150312-0566
IW	Systems Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222

IDG Job Opportunities Update

June 20, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Indexer	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Assistant / Merchandiser (2)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Marketing Coordinator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Business Books	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	National Account Manager	New York, NY	C. Neumann	(415)312-0501
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Design Associate	Muldtimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Copy Editor	Muldtimedia World, San Francisco,CA	K. Stein	(415)974-7362
PCW	Assistant Production Manager	Muldtimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Muldtimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Senior Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
MAC	Acct. Mgr., Direct Response Sales (2)	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Online Production Editor	San Francisco, CA	J. Salcilotto	(415)978-3169
MAC	Editor - Online Services	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editor	Power PCWorld,San Francisco,CA	C. Crawford	(415)267-1757
IMI	Circulation Manager	Advanced Sys., San Francisco, CA	E. Chittenden	(415)978-3306
IMI	Reviews Editor	Advanced Sys., San Francisco, CA	F. Lee	(415)267-1722
IMI	Feature Writer	Advanced Sys., San Francisco, CA	F. Lee	(415)267-1722
IMI	Technical Editor	Advanced Sys., San Francisco,CA	F. Lee	(415)267-1722
IFTW	Book Editor	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286)2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

East Coast Employees Raise $30,000 in Fight Against AIDS

IDG EMPLOYEES, FRIENDS AND FAMILY GATHERED ON THE BOSTON COMMON PRIOR *to setting out on the 10-kilometer pledge walk. All together, the IDG contingent added $30,000 to the $3 million collected during this year's fundraiser.*

More than 50 Boston-area IDG employees, their families and friends participated in this year's From All Walks of Life — the AIDS Action Committee's annual pledge walk around Boston. Collectively, the group raised more than $30,000, including a $5,000 donation from IDG, which served as a corporate sponsor of the walk for the fifth year.

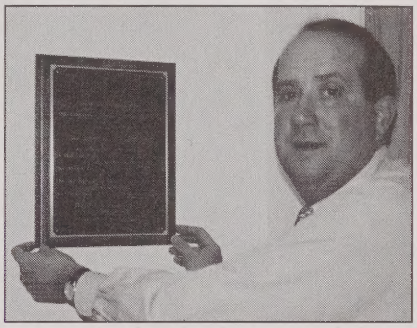
All told, some 35,000 walkers completed this year's 10-kilometer pledge walk, raising $3 million for AIDS care and services in the local community.

For the third year, IDG and Ziff Communications staged a friendly competition to determine which company could raise the most money, with IDG emerging the victor for the third straight year. "I'm thrilled that we kept our winning streak intact; the Walk receives tremendous support from IDG employees — both by those walking and the others who support their efforts financially," said **Nicole Kassel**, marketing coordinator and coordinator of IDG's participation in this year's Walk.

Once again, awards were presented to employees raising the most money with top honors for the third year in a row going to IDC Assistant to the President **Madeleine Spencer**, who raised an impressive $6,405. Madeleine will receive $500 in American Express gift certificates for her efforts. Runners-up **Deb Goldstein**, president of IDG List Services, who raised $1,915, and **Sally Reinfeld**, IDG Group Controller, who raised $1,410, will receive gift certificates to the local store or restaurant of their choice.

This year's team captains included: Madeleine Spencer, IDC; Sally Reinfeld, IDG 5 Speen St.; **Marsha Acquafresca**, IMS; **Christine McCarron**, CIO; **Patty White**, CW; **Colleen Hurley**, ETA; **Maureen Preble**, IPS; **Scott Finlay**, NW; **Ellen Sanderson**, 4 Chrysler Road; **Linda Belding**, Franklin St.; **Rachel Winett**, World Expo; and Nicole Kassel, CSC. All walkers received T-shirts, designed by *Network World* Reprints Manager/Graphics Artist **Donna Kirkey**, and water bottle holders.

Boardroom Renamed to Honor Memory of Jay Boviard



IDG WORLD UPDATE

TED BLOOM ADJUSTS THE PLAQUE *outside the boardroom dedicated to Jay Boviard.*

In a brief ceremony earlier this month, Vice President/Corporate Controller **Ted Bloom** renamed the third floor boardroom at 5 Speen Street in Framingham to honor the memory of **Jay Boviard**, an IDG employee for the past six years and the company's corporate credit manager until his death in February. A plaque, which hangs outside the Boviard Conference Room, carries the following inscription:

> As corporate credit manager,
> Jay had the respect
> of all the business units;
> As a mentor,
> The ability to inspire
> one to new heights;
> As a peer,
> The willingness to
> always listen and help;
> As an employee,
> The commitment to IDG and its
> corporate values.
> He was a friend to all and he
> will be missed.

SUGGESTION BOX

The *World Update* staff welcomes news, feature suggestions and comments from all employees.

NOTEWORTHY

PROMOTIONS

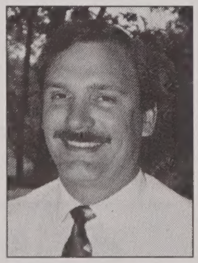
HEICHLER

Elizabeth Heichler has been named the first senior correspondent for the IDG News Service. "Over the past 18 months as our U.K. correspondent, Elizabeth has been instrumental in improving and expanding our coverage of both the U.K. and the EC/EU," said Editorial Director Rob Garretson. "In her new role, Elizabeth will continue to coordinate the activities of our other News Service correspondents in the U.K. and Brussels and will expand her efforts to strengthen the working relationship between the News Service and IDG publications throughout northern Europe."

WORLD UPDATE PHOTOS

CIO* PUBLISHER JOE LEVY HAS ANNOUNCED THE PROMOTION OF SEVEN EMPLOYEES.** *"As CIO approaches its seventh birthday I felt it was important to recognize the accomplishments of my executive team, and since we do things as a team, everyone got promoted," Levy said. (front row l-r)* ***Joe Levy, Marcia Blumenthal*, vice president/editor-in-chief;* ***Lynda Rosenthal****, senior vice president/executive programs;* ***Carol Spach****, vice president/circulation; (back row l-r)* ***Lori Sadewitz****, vice president/production;* ***Walter Manninen****, vice president/finance and administration;* ***Cathy O'Leary Hayes****, vice president/marketing; and* ***Mike Masters****, senior vice president/sales.*

Daniel Sullivan has been promoted to editor-in-chief of *AmigaWorld*. An IDG veteran since 1982, Dan joined *AmigaWorld* in 1987 as senior editor and was quickly promoted to executive editor. "Throughout his tenure with the company, Dan has demonstrated an energy and enthusiasm for each new opportunity with the Amiga market," said Publisher Dale Strang. "I know he will bring his own particular brand of vision to the job, infusing new life and vibrancy into the magazine. His guidance will enable *AmigaWorld* to be a catalyst for the future growth and sustained success of the Amiga market."


FULLER

Ken Fuller had been promoted to assistant credit manager for IDG. A five-year veteran of the credit department, Ken has been a senior credit analyst since January 1992. "He has done an excellent job handling the collections and closes for *Macworld*. Ken has also been a major contributor to various projects for the department including the new AR implementation," said Corporate Credit Manager Amy Fellows Hanania. In his new position Ken will supervise the department's credit functions and act as liaison to the IS department.

TRANSFERS

Lynda Fitzpatrick joins *Network World* in the newly created position of market research analyst. Lynda comes to *NW* from IDC where she worked as a market analyst for the Data Communications and Distribution Channels research groups. In her new position, Lynda will generate and analyze on-line syndicated research runs, process secondary market information and provide data to marketing, research and sales representatives. Lynda attended Bentley College where she earned a BS in finance.

NEW EMPLOYEES

Karen Peterson has been named business manager for TechMedia Publishing, Inc. Karen earned her BA and MBA from Southern Methodist University, and has served as vice president/general manager for *Texas Business* and as an independent business analyst. "Karen's qualifications for this position are superb," said President Dale Strang. "I'm certain that the entire team at TechMedia will benefit from Karen's business acumen; she'll bring a fresh - but well-honed - financial perspective to the way we conduct our business resources."

SKILLINGS

Jonathan Skillings is an assistant editor for the IDG News Service. Previously associate editor for *News 3x/400* and copy editor and staff writer for *PC Week*, Jonathan earned a BA in history from Bates College. He makes time for tai chi chuan, bird watching and cooking.

Having worked as a temporary employee since April, **Sue Putnam** has been hired as a full-time receptionist and administrative assistant for IDC Government, responsible for general office administration and customer service. Sue's out-of-office passions include antique shows, reading and civil war history.

BOOKS

continued from page 1

publishing industry. Signs at the booth introduced the three presses and T-shirts and buttons were distributed to attendees.

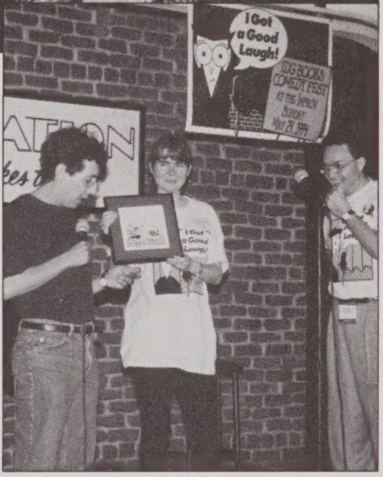
The highlights of the five-day gathering took place outside the center walls. At the IDG Books Executive Briefing Session, an increasingly popular event, IDG Chairman **Pat McGovern**, IDC West Program Director **Brent Williams**, IDG Books President **John Kilcullen**, and Paul Saffo, director of the Institute for the Future, addressed a full house of buyers, booksellers, international partners, press and agents on the future of computer book publishing.

At the Improv comedy stop in Hollywood, IDG Books played host to 300 guests at the first "Have a Laugh on Us" party. Two comedians, including Wally Wang, author and co-author of two "...for Dummies books,"warmed up the crowd.

"The party was an important gesture to thank our buyers, customers and the people who have supported us," Day said. "It also proved that we can laugh at ourselves. We showed our clients that while we mean business, we can also have some fun."

Kilcullen praised the exceptional efforts of the staff. "**Polly Papsadore**, Kathy Day and **Marian Bernstein** stole the show for IDG Books. They are sensational marketers and have proven once again IDG's leadership position in marketing inventiveness," he said. "Everyone stood up and took notice of our presence at the show — all except Ziff-Davis Press, who for two years running, failed to show up at the show."

I Got a Good Laugh!



PAUL GREGORY PHOTOS

ABOVE: *Kathy Day and Polly Papsadore (in T-shirts) were among the IDG Books staff to frolic with celebrity look-alikes.*

RIGHT: *Comedian and "Dummies Guy" Steve Kravitz helps Polly Papsadore and John Kilcullen hand out door prizes to Improv party guests.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS

Kathy Dinneen - IDG Research Services

EIGHTEEN YEARS

Therese Bergstrom - IDC

FOURTEEN YEARS

Cynthia Delany - Computerworld
Marilena Maia - IDG Brazil

TEN YEARS

David Peterson - Computerworld
Richard Buroni - Computerworld

SIX YEARS

Lawrence Manuel - Integrated Media
Laura Guerin - PC World
Andrew Sambrook - Computerworld
Cathy Thacker - IDG
Nancy Kowal - Computerworld
Lois Leuthner - IDG/C

FIVE YEARS

Susan Simmons - PC World
Pat Ferrell - Infotainment World
LeeAnne McDermott - Infotainment World
Francisco Sanchez - IDG Spain
Edilene Araujo - IDG Brazil

FOUR YEARS

Pat Crotty - InfoWorld
Philippe Rose - IDG France
Paulo Roberto Pinto - IDG Brazil
Chris Matthews - Macworld U.K.
Guy Eaton - Macworld U.K.

THREE YEARS

Patricia Owen - PC World
Sau Ching Lam - LINK

TWO YEARS

Ivan Makharine - IDC France
Valter Silva - IDG Brazil
Laila Bratland Carlsen - IDG Norway

ONE YEAR

Lynn Christofferson - IDG/CI
Ann Lewis - Network World
Aimee Guillette - IDG
Donna Bigotti - IDC
Tracy Barr - IDG Books
Shellie Anderson - Macworld
Luiz Augusto Siqueira - IDG Brazil
Ivanir Costa - IDG Brazil
Maria Lucia Feriance - IDG Brazil
Andreia Vitorino - IDG Brazil

CELEBRATING 10

Bob Callery

HOMETOWN: Grew up in the "metropolis" of Hopedale, Mass., and was part of the largest graduating class in the town's history — 98 students.

CURRENT HOME: Brookline, Mass.

PROFESSION: Senior Analyst, IDC

JOINED IDG: Fresh out of school 10 years ago as a research assistant. Back then, I had no idea I'd still be roaming the halls of 5 Speen St. in 1994.

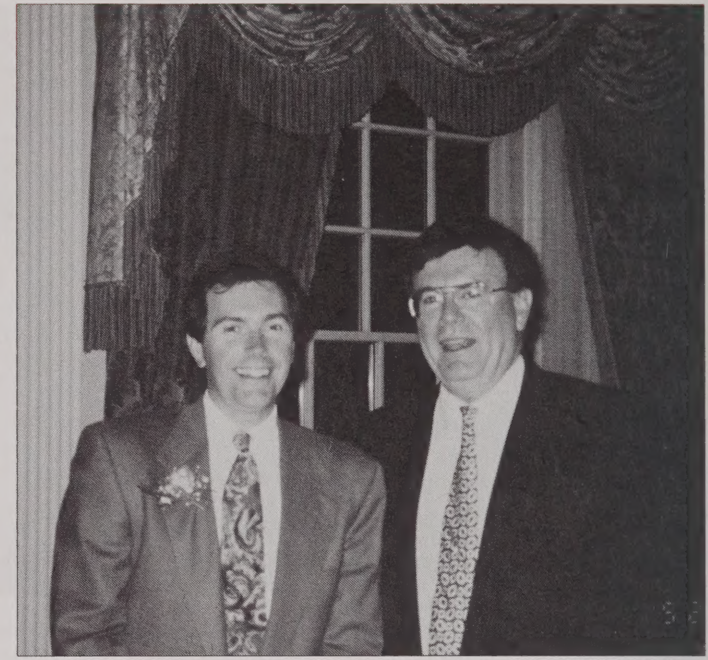
BEST PART OF YOUR JOB: The most rewarding part of my job is sharing information with customers that helps them understand a new technology and the impact it will have on their businesses or enlightening them with a piece of information. Sometimes I stumble across a rumor that isn't widely known and usually not even substantiated. When this happens, it's fun trying to chase down sources of information to get to the truth of the story.

LATEST ACCOMPLISHMENT: As a member of the Chairman's Council's Environmental Committee, we recently raised more than $1,000 that will go toward buying acres of rain forest in South America, a tree re-forestation program in the U.S., and "adopting" a few whales.

OUTSIDE INTERESTS: Biking, skiing, basketball and golf.

FANTASY JOB: To be a rock and roll star.

DREAM DESTINATION: Helicopter skiing in Alaska.



IDG CHAIRMAN PAT MCGOVERN HOSTED A 10TH ANNIVERSARY *dinner last month for Bob Callery and several other IDG employees at the Ritz-Carlton in Boston.*

WORDS TO LIVE BY: Treat others the way you'd like to be treated.

BIG NEWS FOR '94: Engaged to be married in November. During my IDG anniversary dinner, Pat gave me some good advice on potential honeymoon destinations.

MANAGER'S PROFILE: "The first thing that comes to mind when I think about Bob is his smile. He is always happy, always upbeat, extremely enthusiastic. Bob is an unbelievable team player. He has developed very close relationships with his customers, and they have come to rely on his expertise. As his manager I really appreciate the way he puts his job and the company first."

-David Vellante, Senior Vice President, IDC

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS ADMINISTRATOR
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan-Bonfantino
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E.mail: P.Smith	E.mail: P.Winn	E.mail: S.Noyes	E.Mail: L.Ryan

IDG World Update is published weekly for the employees of International Data Group. IDG is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. IDG World Update's office is located at 41 West Street, 7th floor, Boston, Mass. 02111. Telephone 617-423-9030 Fax: 617-423-0712.

Volume 24, Number 26

June 27, 1994

IDG EMPLOYEES AROUND THE GLOBE REAP EDITORIAL AND DESIGN AWARDS
PAGE 2

ELECTRONIC PUBLISHING IS HOT TOPIC AT CW PRODUCT LINE MEETING
PAGE 4

SALES MANAGERS ANSWER "WHAT CHALLENGES KEEP YOU AWAKE AT NIGHT?"
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Continues Latin American Expansion with *PCW Uruguay*

IDG planted a publishing flag in its 11th Latin American country this month with the signing of a license agreement for *PC World Uruguay*.

Scheduled to launch in mid-July, *PC World Uruguay* will start out as a monthly supplement to *El Observador Económico*, a five-times-weekly newspaper for business executives with a circulation of 10,000.

The management of Microcosmos S.A., which owns *El Observador*, has hired an editor with a degree in information technology who is well-acquainted with IT professionals in the local market. Editorial staff from the parent paper will also contribute to *PC World Uruguay*. The sales manager, who is about to be hired, will be dedicated exclusively to the new publication.

Folio to grow

While **Alejandro Lastreto**, Microcosmos' assistant general manager, originally anticipated the first issue to be 64 pages, further research has shown that the market could support 80 pages. *PC World Uruguay* faces competition from *PC Magazine* and a handful of smaller publications. Lastreto is plan-

• CONTINUED ON PAGE 5 •

Second ComNet Prague Delivers Timely Telecom Information

WIELDING THE SCISSORS AT COMNET PRAGUE'S RIBBON CUTTING CEREMONY WAS KAREL *Dyba (second from right), economics minister for the Czech Republic. Joining him were (from left) Executive Vice President* ***David Brandin****, Vice President/Europe* ***Gunnar Küchler****, and President/CEO* ***Ken Kaplan****, all of World Expo, and Antonin Surka, general manager of the BVV Trade and Fair Company.*

Coincidentally scheduled during the same month that the Czech Republic was privatizing its telephone system, ComNet Prague drew an enthusiastic crowd of 9,000 attendees and 100 international vendors during its May 24-26 run.

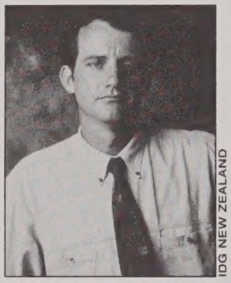
Since Eastern Europe is still tackling IT infrastructure hurdles, the second annual ComNet Prague was positioned more as a telecommunications event rather than, as with ComNet U.S., a network show. According to Show Manager **Gerhard Schmittlein** of World Expo/Germany, one of the missions of ComNet Prague was to give people enough information about telecommunications so they can solve their infrastructure problems and move onto more complex issues like networking.

Government officials and telecom rep-

• CONTINUED ON PAGE 4 •

IN BRIEF

New Zealand PCW's Barton Wins Top Honors at Qantas Awards


IDG NEW ZEALAND

BARTON

New Zealand PC World editor **Chris Barton** was a two-time winner at the 1993 Qantas Media Awards, prevailing in the Best Computer Feature category and the new Best Computer Columnist category.

Covering numerous categories in, radio and print journalism, the Qantas Media Awards are New Zealand's only national media awards.

Best Feature judge Shona Martyn, founding editor, *HQ Magazine*, said of Chris's portfolio, "Chris Barton presented two stories of equal merit which go to prove that good journalism and a witty writing style are not incompatible with computer journalism, whatever certain cynics might say. His stories are informative, easily understood by even a novice, and, when appropriate, amusing. Although published in a specialist computer publication, they would have worked equally well in a more mainstream environment."

Best Columnist judge Laurie Oakes, political editor for Australian television's National Nine Network, said of Chris's editorial, " No We Still Don't Want To Pay Twice" (on software support charges), "This is a good piece of crusading on behalf of consumers. It is also that rare item — an article dealing with computers that people with not much knowledge of the subject can understand and enjoy."

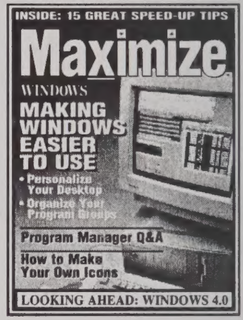
NW's Champeny Takes ASPBE Design Award

IDG WORLD UPDATE

CHAMPENY

Network World Design Editor **Sue Champeny** was the recipient of a design award in the 16th Annual Competition for Editorial and Graphics Excellence, sponsored by the Northeastern Chapter of the American Society of Business Press Editors. Sue won recognition for a graphic that appeared in the May 17 issue of *NW*, and the design will go on to compete for national honors against Western and Central chapter winners. "Sue deserves a pat on the back for her work, which combines great illustration, color and text in an interesting, clear and appealing form," said Managing Editor **Michelle Psyhogeos**.

Maximize Targets Windows Users


INSIDE: 15 GREAT SPEED-UP TIPS
Maximize
WINDOWS
MAKING WINDOWS EASIER TO USE
• Personalize Your Desktop
• Organize Your Program Groups
Program Manager Q&A
How to Make Your Own Icons
LOOKING AHEAD: WINDOWS 4.0

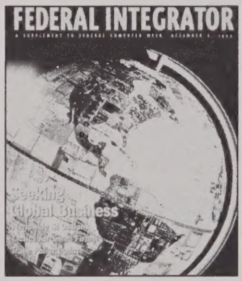
Business Computer Publishing has announced it will publish a bimonthly magazine for Microsoft Windows users beginning this fall.

Maximize's mission, like that of its sister publication, *DOS Resource Guide*, is to help readers learn and grow, said BCP Publisher **Jeff DeTray**. *Maximize* will provide tutorial articles, practical solutions to everyday problems, and hints and tips to help users get maximum performance from their Windows-based computer systems.

According to Editorial Director **Michael Comendul**, BCP tested the concept last December with a special issue, *DOS Resource Guide's Running DOS and Windows in Harmony*. "Our single copy sell-through was exceptionally high, and reader interest generated from this issue convinced us to proceed," Comendul said.

The first issue of *Maximize* will carry a November cover date and be on sale for two months beginning Sept. 27. It will have an initial distribution of 160,000 and a target average paid circulation for the first six issues of 80,000.

FCW Earns ASPBE Awards



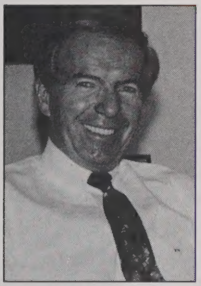
Federal Computer Week earned two awards earlier this month in the American Society of Business Press Editors competition for the central U.S. region.

The second place award for best feature writing went to Senior Writer **John Moore** for his work in the December 1993 issue of the *Federal Integrator* supplement, which explored the global federal systems integration marketplace.

Part of the criteria for the category was using varied sources in the reporting. In the first FCW/IDG News Service collaboration, *FCW* Managing Editor **Carolyn Marsan**, who coordinated the project, asked six News Service correspondents to track down raw information about U.S. systems integrators pursuing business with governments in other parts of the world.

FCW also received a third place award for overall news coverage for an August 1993 issue that focused on the National Performance Review. Of the 200 applicants for the regional competition, *Fedearl Computer Week* was the only IT publication to win any awards.

ON LINE



BILL MURPHY

IDG's executive vice president/ finance, is this week's columnist.

Q What's your take on the Ziff-Davis "For Sale" story? Do you think it's likely it will be sold as an intact company?

A Having been a "Ziff watcher" for many years, these last weeks have been rather exciting to say the least!

Lazard Freres, the investment banking firm handling the Ziff sale, has publicly stated that they intend to sell Ziff in one piece. The intent is to maximize value and minimize the effort required by Lazard Freres and Ziff personnel. It is the consensus of a number of investment bankers I spoke with that the first round of bidding (assuming they try to get bids on the entire company) will not realize the values they are seeking. That being the case, there will likely be a second round in which individual pieces will be bid. They would include domestic publishing, foreign publishing, trade shows, on-line information services and databases, and Interchange.

A second round of bidding could pose more than a few problems. Ziff is highly centralized, which means there are substantial allocations across business segments. A buyer must be sure to look at a profit-and-loss statement that has been fully loaded with its share of parent company costs. Otherwise the buyer will end up overpaying, since the purchase price is typically keyed to a multiple of EBITDA (earnings before interest, taxes, depreciation and amortization).

Another problem could be how to sort out the cross-pollination of information across Ziff properties. Sorting out how that will be handled in the future with several different owners wanting access to the same information will no doubt keep many lawyers working into the night.

So, unless a single buyer comes forth willing to make a major investment and take the rather substantial risk of being able to sell off non-strategic assets at fully valued prices, the auction process could drag on until the late fall. One thing is certain, all of this can only benefit IDG in the marketplace, both immediately and for the foreseeable future.

I noticed in last week's job listings that Ted Bloom's position of corporate controller is open. I assume the decision was made to bring Ted to the Corporate Support Center full-time as a member of the Management Committee. What can you tell us about this decision?

Ted will be moving to the CSC to assume most of my responsibilities and to serve as a member of the Management Committee. He has long been on the Executive Committee and shuttling between Boston and Framingham. Given that he will no longer be located in Framingham, a search has been initiated for a corporate controller; the search will cover both external and internal candidates. The Management Committee will assimilate most of the responsibilities currently spread among several people with the goal of providing better support and sharing of information to the operating units.

I understand that business units have a cap on raises, specified by IDG Corporate. How do you arrive at that number each year? Since IDG is doing so well this year will the cap be higher?

The guidelines for budgeting salary increases are based on the projected increase in the Consumer Price Index for the following fiscal year, combined with a merit adjustment. General guidelines are given to business units and, in turn, to department heads. Ultimately it is the performance of the individual that determines salary increases. Some may do better than the general guidelines, while others may do less well as a result of less than satisfactory performance.

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax 617-423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

Electronic Publishing Hot Topic at Third CW Product Line Meeting

ABOVE: ***John Pickett*** *and* ***Andy White****, Laurentian TechnoMedia, Canada;* ***Martin Meier****, Computerworld Schweiz; and* ***Michael Freter****, Computerwoche, Germany, prepare for a session.*

Discussions of electronic publishing opportunities dominated the third and final Computerworld/InfoWorld Product Line Meeting for 1994. The meeting was held earlier this month in Oslo, Norway, home of the Computerworld Global Product Support Center.

More than 70 attendees from *Computerworld*s across Europe reviewed electronic publishing options from online services to CD-ROM. There was a general consensus that electronic publishing will grow rapidly but will not replace traditional publishing.

Attendees gathered for the first day of the meeting to cover such topics as the introduction of Lotus Notes in IDG, international readership studies and cooperation between sales and editorial departments.

IDG WORLD UPDATE PHOTOS

KASIMIERZ SZOT, MANAGING DIRECTOR OF *IDG Poland, and* ***Frank Cutitta****, president of International Marketing Services, enjoy an evening cruise on the Oslofjord.*

Editorial and sales sessions

During the second day attendees split into editorial and sales sessions to cover specific issues. Editors discussed the IDG News Service, production technologies, editorial ethics and reader surveys in addition to electronic publishing. Sales and marketing staff heard presentations on organizing sales departments, motivating sales staff and working with International Marketing Services. 🖳

COMNET

continued from page 1

COMNET PRAGUE'94

IDG WORLD UPDATE

JUTTA VOLK AND GERHARD *Schmittlein teamed up to make ComNet Prague a success.*

resentatives from all over Eastern Europe were among the attendees at the conference portion of the show, which was divided into technical and policy tracks. World Expo's **Jutta Volk** organized eight sessions that drew 300 attendees and featured an international array of more than 50 speakers.

ComNet Prague marked the official debut of a revitalized World Expo/Germany office, which now serves as World Expo's European headquarters. Under the direction of **Gunnar Küchler**, the eight-person staff is looking to replicate ComNet's success in other Eastern European countries such as Poland. Other new territories are continuously being explored.

The staff is also managing MACWORLD Expo/Frankfurt and Object World/Frankfurt in September and working on the Invex show in Brno, Czech Republic, in October. 🖳

TITLE CHANGE

The staff of the Business Computer Publishing in Peterborough, N.H., has announced that the *DOS Resource Guide* will change its title to *DOS World* effective with the November 1994 issue.

IDG HR UPDATE

May/June1994

PUBLISHED BI-MONTHLY FOR U.S. INTERNATIONAL DATA GROUP EMPLOYEES

IDG Health Care Options Reap Bottom-line Benefits

By Susan Rogers, IDG director of compensation and benefits

IDG works hard to develop a benefits package that meets the needs of its employees. Over the years, IDG has added many features to the plan as employees have expressed interest and needs in various areas. This year, a Preferred Provider Organization (PPO) was added to the IDG Medical Plan administered by John Hancock.

PPOs benefit employees who like the flexibility and choice of a traditional indemnity plan but do not enjoy the paperwork and administration. The PPO also helps IDG control costs by negotiating fixed rates with physicians and hospitals for various services. When costs are controlled and the level of service remains high, everyone wins.

The PPO and other managed care features of the IDG plan help employees and IDG manage costs. The proof is that IDG's medical claims have remained flat, while medical inflation is running at multiples of the Consumer Price Index inflation rate. As a result, employees have seen no increase in their contribution rates. IDG is now the only company among its publishing competitors to provide free benefit coverage for its employees.

> *IDG is now the only company among its publishing competitors to provide free benefit coverage for its employees.*

Employee contribution rates for Health Maintenance Organizations (HMOs) will also remain the same. HMOs are doing a better job of managing their costs and again, employees benefit.

Employees receive favorable rates, as does IDG, for any services performed within the PPO network. Because of this favorable treatment, employees are encouraged to continue using the PPO's network physicians. All physicians and hospitals in the network are screened and certified by the network. All medical savings benefit not only employees' wallets but also IDG's bottom line.

IDG is self-insured. In plain English, IDG pays all claims up to $175,000 for each covered individual per year. At $175,000, catastrophic coverage, also called stop-loss insurance, kicks in, which protects the company from extraordinary claims. John Hancock provides administrative services only, simply paying claims on IDG's behalf.

Each year the Employee Opinion Survey provides the company with a benchmark of how well the benefits plan is meeting employee needs. The FY94 survey showed a benefit satisfaction level in excess of 85%. This score is extremely high, however, we are always looking for ways to enhance the benefit plan while keeping an eye on costs.

A number of employees recommended enhancements to the benefits package, including the possibility of improving the prescription drug program. It is not surprising that employees are concerned about the cost of prescriptions

• CONTINUED ON BACK •

TEST YOUR KNOWLEDGE OF THE EMPLOYEE SURVEY

1. What was the response rate for the 1994 IDG Employee Opinion Survey?

A. 70%
B. 72%
C. 81%
D. 95%
E. None of the above

2. Which factor was rated the highest by IDG employees on the 1994 survey?

A. Job satisfaction
B. Compensation
C. Work environment
D. About IDG
E. Supervision

3. Compared to a year ago, what percent of IDG employees are as happy or happier?

A. 85%
B. 15%
C. 60%
D. 35%
E. 70%

ANSWERS:

1. C., 2. D., 3. A.

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Intercompany Transfers Offer Career Growth Options

By Patty Sanclemente, IDG systems specialist

Current trends demonstrate that IDG employee transfers are on the rise while the company turnover rate continues to decline. IDG's total separation rate for 1993 was approximately 18% — the lowest in four years. This is a very positive sign for IDG and is significantly lower than the industry norm. The transfer rate for 1993 was the highest in recent years — 4.4%. Transfer activity indicates that people are finding career change, growth and promotional opportunities within IDG.

IDG has been tracking intercompany transfers and overall turnover rates for several years, which helps business units target trends, recognize potential problems, and plan budgets.

Career opportunities within IDG

IDG promotes from within whenever possible, giving preference to internal applicants when internal and external candidates are equally qualified for a given position. The IDG Job Opportunities, published weekly in the *IDG World Update*, is one vehicle the company uses to support employees' personal and professional growth through intercompany transfers.

Jennifer Beilowitz, account manager at *InfoWorld*, began her career with IDG in 1991 as a corporate human resources assistant. Jen can attest to such support. "My husband and I were planning on moving to California, and I was fortunate enough to get a job with *PC World* as a sales assistant. This worked out very well since I had been wanting to get into sales. After working at *PC World* for about a year, I saw a position listed in the IDG Job Opportunities for an account manager at *InfoWorld*. This was a promotional transfer which afforded me the opportunity to further my career in the sales arena."

Transferring employees bring invaluable insight about IDG's operations, values and culture to their new positions. Through his prior role as corporate group controller, **Bob Ainsworth**, finance director at *InfoWorld*, gained "a broader range of the business from a more strategic side. I could watch from a distance, yet not be directly involved in what was going on. I learned a lot that way," Ainsworth said.

As the finance director at *InfoWorld*, Bob is able to apply the practical knowledge he learned as group controller, while "learning more about operations, publishing, and marketing at *InfoWorld*."

"Respect for the individual"

It's one of the 10 Corporate Values and the driving force behind tracking statistics like transfer and turnover rates: employee growth and development. By taking advantage of intercompany transfers, employees enhance their opportunities for personal and professional growth. By providing such an environment, IDG is able to retain talented and creative employees.

DID YOU KNOW?

When calling one of IDG's benefit vendors — John Hancock, Fidelity, etc. — your processing will be easier if you identify yourself as an IDG employee. The benefit plans are administered on a corporate basis, so mentioning both your business unit and its affiliation with IDG wlll speed your inquiry.

HEALTH CARE

continued from previous page

as they have been rising at an annual rate of 18%, faster than nearly any other medical service. Currently, prescription drugs are considered an "out-of-network" service and therefore subject to deductibles.

Prescription card programs as well as mail order programs have been researched in the past. Prescription card programs are an expensive benefit to implement and administer, but we are once again researching the options available to IDG. Savings in other areas of our benefit program allow us to research the areas of interest to employees.

Employee feedback is our best source of information. IDG is fortunate to have an employee population that effectively utilizes its benefit plan, and one that shops the medical system much like other goods and services. The benefit returns to us, and we all win with lower contribution rates and a superior benefit plan.

IDG HR UPDATE

CONTRIBUTING WRITERS
Susan Rogers
Patty Sanclemente

COORDINATORS
Kelly Lynch
Tom Mathews

EDITORS
Patricia Smith
Stephanie Noyes
Penny Winn

HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Fax: 508-935-4600.

IDG Job Opportunities Update

Monday June 27, 1994

The *Job Opportunity Listing* will be published weekly in the **IDG World Update** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

SENIOR WRITER (NW)

Network World is looking for an experienced journalist to fill a senior writer position in the newsroom. Ideal candidate will cover some of the top players in the computer/communications industry. Individual will also cover LANs and operating systems. Familiarity with network technology and a proven ability to break news a plus.

PROGRAM MANAGER (IDC/G)

The qualified individual will be responsible for providing and managing IT research programs. Three-eight years experience needed in the government IT industry or broad technical experience with enterprise wide responsibilities.

PROGRAMMER ANALYST (CWDD)

Ideal candidate for this position will have a strong technical background in database programming in FoxPro/DBase under Windows in a Novell environment, creative systems design and analytical skills. Excellent communication skills are necessary. Two years related experience required. BS in computer science preferred.

HUMAN RESOURCES MANAGER (IDG/B)

Responsibilities in this position include employment, compensation and benefits administration, and participation in management and employee development programs. Individual will be involved in all health and safety programs. A minimum of ten years HR experience plus five years experience in compensation is required. Knowledge of OSHA necessary. Platform training skills a plus.

PERFORMANCE ANALYST (PCW)

The individual in this position will develop, run, and report tests on a variety of PC hardware and software products. Qualified candidates should possess a thorough understanding of microcomputer technology. Expertise in a PC hardware and business software environment necessary. Excellent communication skills required. Familiarity with programming languages and performance characterization preferred. Candidate should have a bachelor's degree or equivalent experience.

MARKETING MANAGER / BOOKS DIVISION (IFTW)

Ideal candidate will be responsible for directing all aspects of marketing programs to support the launch of the Books Division. Individual must be creative and possess excellent writing skills. A minimum of five years experience in the design and production of advertising and sales support collateral, trade show management, media relations, and implementation of national and local promotions is necessary. Book publishing experience a plus.

SALES COORDINATOR / BOOKS DIVISION (IFTW)

The responsibilities in this position will include assisting Sales Representatives in the areas of customer service, follow-up, and administrative support. Individual must be detail-oriented and have excellent telephone skills. A minimum of two years sales experience is required. Computer literacy a must.

PROJECT MANAGER / BOOKS DIVISION (IFTW)

The successful candidate should have a minimum of three years experience in book production management in this key role in the new Books Division. Excellent writing, editing and organizational skills are necessary. Computer proficiency along with project management skills are required. Book or magazine publishing experience is essential.

ADMINISTRATIVE ASSISTANT / BOOKS DIVISION (IFTW)

The responsibilities in this position will be to provide clerical and administrative support to the Books Division. Duties will include, phones, word-processing, client contact, filing and photocopying. Excellent communication skills are necessary. Candidate must be computer literate and have a minimum of three years administrative experience. Knowledge of publishing a plus.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD RTI	Susan Perry Toni O'Connor Louise Reed	(508)820-8160 (508)820-8566 (508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette Piper Fowler	(508)935-4605 (508)935-4796
FCW/IDC Gov't/WEC/ LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan Jamie Maroney	(415)312-0611 (317)895-5222

IDG Job Opportunities Update

June 27, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	Financial Analyst	Boston, MA	S. Perry	(508)820-8160
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	West Coast Correspondent	IDG Int'l. Pub Serv. San Francisco,CA	R. Garretson	(617)423-9030
WEC	International Events Specialist	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Account Manager, Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Sales Representative, ComNet	San Mateo, CA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0309
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	District Sales Manager	Rochelle Park, NJ	M. Cornetta	(508)935-4734
IDC	Admin. Asst. / Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Programmer Analyst	CW Database, Framingha, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	Programmer / Analyst	CW Database. Framingham, MA	T. O'Connor	(508)820-8566
CWI	Mail Clerk	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Receptionist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Inside Sales Representative	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Information Technology Spec.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Sales Respresentative	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(4150312-0566
IW	Systems Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

June 27, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Human Resources Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Assistant / Merchandiser (2)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Marketing Coordinator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Performance Analyst	San Francisco, CA	U. Diehlmann	(415)974-7429
PCW	Design Associate	Muldtimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Copy Editor	Muldtimedia World, San Francisco,CA	K. Stein	(415)974-7362
PCW	Assistant Production Manager	Muldtimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Muldtimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
MAC	Acct. Mgr., Direct Response Sales (2)	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
IMI	Assistant to the Publisher	Publish, San Francisco, CA	G. Gable	(415)978-3283
IMI	Circulation Manager	Advanced Sys., San Francisco, CA	E. Chittenden	(415)978-3306
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Coordinator/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Administrative Asst./Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Book Editor	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286)2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Sales Associate	New Jersey	J. Sieling	(415)286-2515
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

Sales Managers Talk Training and Productivity

Twenty-seven sales managers representing 12 IDG publications and business units gathered at the annual Sales Managers Meeting in Las Colinas, Texas, April 25-26.

According to **Kevin McPherson**, *Computerworld* associate publisher and meeting co-chair, the event was "designed to promote discussion on topics of mutual interest and share ideas, directions and new methods of managing in an ever-changing sales environment."

These objectives were met through a combination of presentations, panels, group discussions and brainstorming sessions. "Marketing Communications, An Integrated Perspective," a vendor panel consisting of marketing vice presidents from Rolm, Apple, Zenith Data Systems and Gupta Technology, examined marketing trends and gave managers a chance to pose questions about the marketing mixes of their individual publications.

IDG Corporate Controller **Ted Bloom** presented the figures for FY93 and forecasts for FY94, and representatives from each book were responsible for presenting a revenue-generating idea that had increased their bottom line over the past year. McPherson said the great ideas exchange was one of the liveliest sessions that could have easily overrun its 90 minute time slot.

Agenda highlights

Other agenda highlights included interchange and recommendations on the relationship between the Marketing Services Division and the various publications, as well as groups that addressed hot publishing issues including online, CD-ROM and Lotus Notes.

One of the most useful exercises was the "Managing Your Sales Team" roundtables, facilitated by Co-Chair and IDG Vice President of Human Resources **Martha Stephens** and Director of International Human Resources for IDG **Tom Mathews**.

Prior to the meeting, each participant was asked to answer, "What challenges in the management of your sales team keep you awake at night from time to time?" Stephens and Mathews responded to the group's three major concerns: training, motivation and productivity.

"As always, the sharing of ideas among colleagues provides the best learning and results in sharing practical solutions to common problems," Stephens concluded.

IDG HUMAN RESOURCES

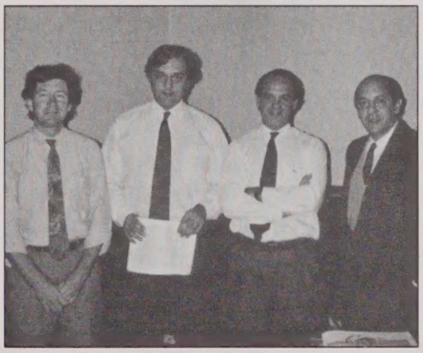
IW'S VICE PRESIDENT/ASSOCIATE *Publisher* ***Joel Deceuster*** *(l) and* ***Peter Horan****, MSD director of national accounts, were among those on hand at this year's Sales Managers Meeting.*

URUGUAY
continued from page 1

ning to publish *PCW* the same day *El Observador*'s primary rival, a weekly, comes out.

According to **Tim Clarke**, vice president of licensing and administration for IDG's International Publishing Services, the newest *PC World* will probably have "more than the normal dose of general computer-related articles," since the number of technically oriented readers in Uruguay is fairly small.

Clarke said IDG Argentina Managing Director **Ruben Argento** was very helpful in brokering the new *PC World* deal. Argento's Buenos Aires office is a short plane flight from Montevideo, where Microcosmos is based, and the proximity of the two markets may lead to future collaborative efforts.



TIM CLARKE (L) AND RUBEN ARGENTO (R) *stand with representatives of IDG's newest Latin American licensee, Microcosmos S.A.,* ***Agustin Iturria*** *and* ***Alejandro Lastreto****.*

PRODUCTIVITY BOOSTERS

Sales managers talked in depth about ways to increase the productivity of their staffs. The debate was evenly split between tighter controls — with a nod to the dangers of micro managing — and more independence. Suggestions included:

- **A quota system for the number of sales calls to be made each week.**
- **Frequent forecasting, perhaps twice per month.**
- **Telemarketing support for each outside sales rep (1:4 is the current *PC World* ratio).**
- **Monthly call planning and strategizing to focus efforts in the most effective places.**
- **Quarterly reviews of all top-level accounts.**
- **Just-in-time management and marketing support.**
- **Time management training and support.**

NOTEWORTHY

NEW EMPLOYEES

InfoWorld welcomes the newest members of its team. **Enrica Ricciuto** is a sales assistant who brings experience as a proofreader for Sudler and Hennessey and as an advertising and editorial assistant for PW Communication. She received her BA in English and journalism from Rutgers University, likes to read and write, and is an enthusiastic Beatles fan.

Chris Johan Uiterwijk juggles his responsibilities as an inventory specialist with the pursuit of a degree in business and music at San Jose State University. Chris is a musician who has been playing guitar for eight years.

CAMPISANO

IDG WORLD UPDATE

Caterina Campisano has been hired as an account executive in *Network World*'s Direct Response Advertising Department responsible for selling marketplace ad space. She received a BA in psychology from the University of Rhode Island and participates in a variety of outdoor activities and volunteer work.

WALKER

IDG WORLD UPDATE

Joining Caterina in the Direct Response Ad Dept. is Sales Assistant **Tracy Walker**. Tracy most recently worked at BJ's Wholesale Club as the assistant publisher of *BJ's Journal*, an external newsletter. She has a BS in mechanical engineering from Tufts University and enjoys gardening and other puttering-in-the-yard activities.

Previously managing editor for *Data Based Advisor* magazine, **Barbara Cole** has been hired as a senior writer at *Network World* to cover the database and client/server markets. Barbara graduated with a BA in journalism from Rutgers University and in her free time enjoys taking walks with her husband and their three samoyeds. She also likes to read and travel.

RAINGE

IDG WORLD UPDATE

IDC has hired **Elisabeth Rainge** as an analyst for PC Connectivity. Elisabeth earned a BA in history from Boston College and enjoys music and exploring new places.

Drawing on his experience as senior economist for Cahners Publishing, **John Farrell** has joined IDC as a research analyst. John graduated from the University of Pennsylvania with a BA in economics and is pursuing his MBA on a part-time basis. He is an avid theater- and concert-goer who also enjoys camping and skiing.

Having worked part-time since November 1993, **Shelia Dubois** has joined *Network World*'s editorial department on a full-time basis. Shelia has been handling the archiving of the publication and will be assisting in day-to-day operation and special projects.

PC World Denmark welcomes two new editors to its staff. **Jesper Bille Haun** will oversee editorial functions for client/server programming, operating systems and end user interfaces. Jesper earned a masters in computer science from the University of Roskilde and before joining *PCW* worked as a systems developer and programmer at ReklameData.

Kasper Larsen is a specialist in hardware design and configuration, storage media and peripherals. He brings extensive experience in database programming and PC service and support with companies in Denmark, Germany and the U.K.

Electronic Marketplace Systems welcomes two new employees. **Ken Greenberg** has joined EMS as director of business development. Ken was director of channels development at CIC and national accounts manager at Sun Microsystems. He received a BS in organizational behavior from the University of San Francisco and enjoys mountain biking, hiking, camping and birdwatching. Ken also likes to travel but notes that his manager will not let him take a vacation just yet.

GREENBERG

Neelesh Thakur is a systems consultant responsible for software development. Neelesh earned his BSEE from the Indian Institute of Technology in Bombay and spends his free time reading and working out.

FITZGERALD

As detailing manager for IDG Books **Saundra Fitzgerald** will hire, train and develop a staff of sales merchandisers to provide support to account managers. Saundra attended California State Polytechnic University in Pomona where she earned a BA in business with an emphasis in marketing/sales promotion. Her many outside interests include softball, volleyball, bowling and sailing. Saundra, an alumni of the Chi Omega sorority, is involved in children's charities and is a concert and theater aficianado.

KRAINIC

IDG FRANCE

Didier Krainic has joined IDG France as manager of strategy and special projects. He will coordinate the marketing efforts for IDG France's five publications and define new projects for the office that will include on-line services, new media, multimedia, conventions and shows. Didier earned his degree in engineering from the Ecole des Mines and began his career at the CGI, one of France's most influential software houses. He was responsible for the creation of a marketing/communications subsidiary for the Eurogroup consulting company and was editor-in-chief for *01 Informatique*.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Christine Hiehler - IDG Germany

TWELVE YEARS
Gail Odeneal - Computerworld

ELEVEN YEARS
Bernie Hockswender - Computerworld

TEN YEARS
Ole Bolvig Hansen - IDG Denmark
Henry Morales - IDG Mexico

NINE YEARS
Craig Stedman - Computerworld
Egon Margraf - IDG Germany

EIGHT YEARS
Jim Falanga - IDG
Kenneth Hoyt - IDC
Cathy Abes - Macworld
Helmut Sedlmeier - IDG Germany

SEVEN YEARS
Faith Marcello - Computerworld
Cathy Langhaar - Macworld

SIX YEARS
Abbie Lundberg - CIO
Søren Kargård Nielsen - IDG Denmark
Norma Rivera - IDG Mexico
Harald Brechtl - IDG Germany
Jim Shannon - InfoWorld

FIVE YEARS
Jennyfer Banach - IDG France
Fabienne Guebin - IDG France
Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Irineo Ferreira - IDG Brazil

FOUR YEARS
Dana Kagno - IDG
Torben Bjørn Sørensen - IDG Denmark
Daniel Maier - IDG Germany
Petra Hermann - IDG Germany
Julio Vial -IDC U.K.
Agnes Csekk - IDG Hungary
Milissa Koloski - IDG Books

THREE YEARS
Hervé Labatut - IDG France
Roger Villegas - IDG Mexico
Angelique Förster - IDG Germany
Sabine Hauptmann - IDG Germany
Isabelle Waiblinger - IDG Germany
Regina Andrea Wolff - IDG Germany
Dolores Rubio - IDG Spain
Claudia Jachtmann - IDC U.K.
Andrea Pasini - IDG Italy
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy

TWO YEARS
Anne Merkelson - IMI
Scott Laughlin - PC World
Tom Hsieh Jr. - Multimedia World
Jim Shepherd - Infotainment World
Andreas Borchert - IDG Germany
Philip Reischl - IDG Germany
Kozo Hiramatsu - IDG Japan

ONE YEAR
Maud Sårde - IDG Denmark
Brenda Thompson - CWDD
Richard Froton - World Expo
Ellen Faber - World Expo
Cheryl Saylor - World Expo
Jocelyn Ertel - CIO
Claude Piriou - IDG France
Nancy Viens - IDC
Peter Oxner - InfoWorld
Silvia Friedel - IDG Germany
Darrel Crowley - Macworld U.K.
Yoshiko Kamei - IDG Japan
Szabolcs Varga - IDG Hungary
Carlos Henrique Silva - IDG Brazil
Selma Ducceschi - IDG Brazil
Sonia Silva - IDG Brazil
Soo Kang - IDG
Jennifer Avelar - IDG Books
Marian Bernstein - IDG Books

CHAIRMAN'S ACHIEVER

CHRISTINE GOULD
Sales Promotion Coordinator
IDG Australia

As sales promotion coordinator for the IDG Communications office in Australia, Christine Gould completes a wide spectrum of tasks at an often frantic pace without missing a trick. In addition to her regular responsibilities assisting the display sales team and General Manager **Don Kennedy**, maintaining the sales database and network, and providing customer service, Chris organized the 1993 *Computerworld* Fellows Awards and dinner for 160 invited guests.

The awards are the Australian equivalent of the *Computerworld* Smithsonian Awards in the U.S. and afford *Computerworld* a heightened profile and greater presence in the local IT industry. "Christine single-handedly coordinated and managed the 'Fellows' function and awards," said National Sales Manager **Gayle McElroy**. For close to two months prior to the event, Christine put in overtime to coordinate the event from invitations to sponsorships. "She was indefatigable and incredible," commented General Manager **Barbara Howell**. "She has displayed a great flair for organizing such industry events whilst juggling her normal, already very demanding list of responsibilities," McElroy added.

GOULD

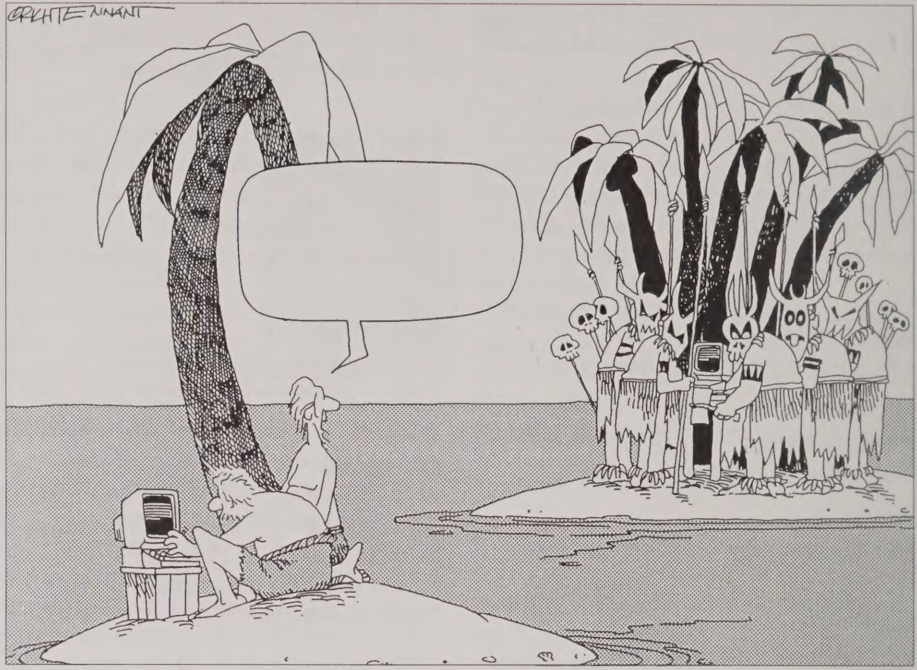
Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

OFF LINE

Too shy to try "open mike" night at your local comedy club?

Test your humor quotient here and win:

The 5th Wave
BYTE-ing Humor by
RICH TENNANT



Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, July 19. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. Honorable mention winners will receive an IDG key chain. Fax your creations to 617-423-0712 or BusinessTalk box P.Smith, P.Winn or S.Noyes.

HAVE FUN!

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E.mail: P.Smith

Penny Winn
617-423-0406
E.mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E.mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E.Mail: L.Ryan

IDG World Update is published weekly for the employees of International Data Group. IDG is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. IDG World Update's office is located at 41 West Street, 7th floor, Boston, Mass. 02111. Telephone 617-423-9030 Fax: 617-423-0712.

Volume 24, Number 27

July 4, 1994

ON LINE: ALEXA McCLOUGHAN DESCRIBES IDC'S SERVICES TO THE FINANCIAL COMMUNITY
PAGE 3

ASIA/PACIFIC MANAGERS REVIEW THEIR RESPONSES TO MARKET CONDITIONS
PAGE 4

OFF SITE: INFOWORLD'S PETER HOLM KEEPS HIS COLLEAGUES IN STITCHES
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Swiss office inks deal for consumer supplement

Targeting the country's burgeoning small office-home office (SOHO) and consumer markets, IDG Switzerland has signed a joint venture with the country's leading daily newspaper for a bi-monthly supplement to provide end users with news, buying information, tips and product reviews.

The premier issue of *PCtip* appeared in the June 20 issue of *Tages-Anzeiger*, which has a circulation of 278,000 with a pass-along readership of close to 750,000. The 72-page supplement contained 39 pages of editorial and 33 paid ad pages, putting it 30% ahead of plan.

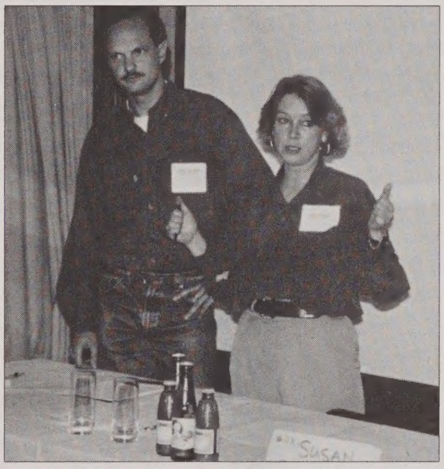
"In terms of revenue, we did far better than plan," noted **Gebhard Osterwalder**, IDG Switzerland general manager. "In fact we have doubled our revenues vs. plan because we obtained a better than expected yield — 80% color ad pages — and we increased the rates. For the next issue, we expect 46 pages of advertising in a 96-page folio."

Lucrative market

The venture provides IDG Switzerland with a relatively low-cost route into the highly lucrative consumer market, where local PC shipments are expected to increase from 180,000 to 250,000 units in 1994. By way of

• CONTINUED PAGE 2 •

European colleagues share publishing insights



PETER TOWNSEND AND VALERIE SHANKS *present the analysis of a case study.*

LARS DAHMEN MAKES A POINT DURING *the editorial overview on the first day.*

PHOTOS BY KELLY LYNCH

The first European Publishing Institute (EPI), held May 30-June 1 in Vienna, Austria, served as the most recent in a series of forums designed to promote knowledge sharing among IDG colleagues. Nine presenters and 21 participants, representing 13 countries, came together to explore the basic elements of publishing and how they relate to each other.

"Every day, we focus on our own responsiblities," said **Bertrand de Cerval**, sales and marketing director at IDG France. "For that reason, it's interesting to stop our activities for awhile and talk to people in charge of other aspects of publishing."

An overview of each functional area — finance, editorial, circulation, ad sales and production — was followed by a case study and small group presentations. Cultural differences aside, participants quickly discovered that they shared many of the same problems and preoccupations. "For these kinds of meetings, attendees should have a chance for 'give and take,' and EPI gave us this opportunity," said **Sándor Mester**, editor-in-chief of *Computerworld* and *PC World Hungary*.

To round out the sessions, Publisher **Ralph Peter Rauchfuss** of Germany and IDG Norway General Manager **Morten Hansen** talked about managing opeartions at *Computerwoche* and man-

• CONTINUED PAGE 2 •

EPI

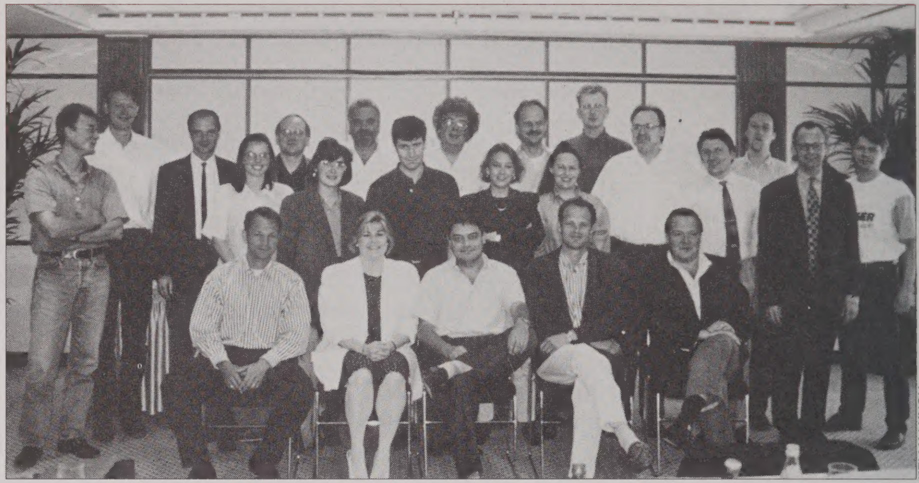
continued from page 1

aging a Global Product Support Center, respectively. **Jacques Tillier**, publisher of *Golden* and *InfoPC* in France, described how a publisher effectively integrates all the publishing functions. IDG Sweden Managing Director **Bengt Marnfeldt** discussed his experience as a country manager and IDG Executive Committee member.

The EPI was developed after IDG Vice President of Human Resources **Martha Stephens** traveled to Europe last fall and heard the demand for local publishing training taught by European experts.

EPI participants, who were nominated by their country managers in recognition of their growth potential, were either department heads, in charge of a functional area or had signficant decision-making responsibility.

Judging from the evaluations, which collectively rated the overall program a 4.46 on a scale of 1 (unsatisfactory) to 5 (excellent), the EPI is here to stay. The next EPI — which already has a waiting list — will be held in May 1995 in a different European city.



KELLY LYNCH

EPI PARTICIPANTS AND PRESENTERS *(front row, L-R):* ***Pierre Hultman****, IDG Sweden;* ***Martha Stephens****, IDG;* ***Bertrand de Cerval****, IDG France;* ***Lars Dahmen****, IDG Sweden;* ***Jacques Tillier****, IDG France. Middle row:* ***Christoph Witte****, Computerwoche;* ***Pauline Wortel****, IDG Netherlands;* ***Nedialka Iolovska****, IDG Bulgaria;* ***Carlos de la Iglesia*** *and* ***Valerie Shanks****, IDG Spain;* ***Esther Engelmann****, IDG Switzerland;* ***Krzysztof Matey*** *and* ***Andrzej Dyzewski****, IDG Poland;* ***Morten Hansen****, IDG Norway. Back row:* ***Michael Freter****, Computerwoche,* ***Ivan Tzankov****, IDG Bulgaria;* ***Michael Klein****, IDG Germany;* ***Ralph Peter Rauchfuss****, Computerwoche;* ***Sándor Mester****, IDG Hungary;* ***Peter Townsend****, Computerwoche;* ***Espen Hult****, IDG Norway;* ***Gerhard Rainer****, IDG Austria;* ***Tom Helge Berglie****, IDG Norway. Participants not pictured:* ***Mehemt Ali Altaca*** *and* ***Akdogan Ozkan****, IDG Turkey;* ***Christian Kinzl****, IDG Austria.*

Stephens and Human Resources Analyst **Kelly Lynch**, who organized the first EPI, are considering setting up more than one program to accommodate the demand.

Country managers interested in nominating employees, or managers who are intereted in presenting should contact Stephens or Lynch at IDG in Framingham, Mass., fax 508-935-4600.

Plans are also in the works to conduct some form of a publishing program for Latin American IDG employees in FY95.

PCTIP

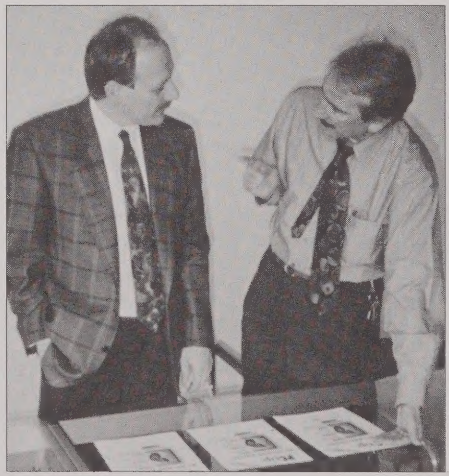
continued from page 1

comparison, the Swiss business market is expected to remain flat with 1994 shipments of 200,000 PCs, according to IDC Switzerland.

"We have been able to create a large, consumer-oriented publication with an established and qualified readership without the usual investments needed to build a large circulation," said Osterwalder, adding that the company is also saving a great deal on distribution.

For its part, *Tages-Anzeiger* expects the *PCtip* supplement to substantially increase newsstand sales as well as increase the paper's subscription base outside the Zurich area. They also hope to attract new young readers with the supplement.

The venture is structured as a 50:50 arrangement with IDG and *Tages-Anzeiger* sharing equally in profits and losses. IDG is responsible for supplying high-quality editorial while *Tages-Anzeiger* handles the advertising sales and production. Should both parties agree, the plan calls for *PCtip* to switch to a monthly frequency in fall 1995.



IDG WORLD UPDATE

IDG'S GEBHARD OSTERWALDER (LEFT) *reviews a sample page of PCtip with Ueli Eckstein, publisher of Tages-Anzeiger.*

Team members for the new venture include three staff people most recently at *Macworld Schweiz*: Editor-in-Chief **Roger Bataillard** — who was editor-in-chief of Switzerland's largest PC publication before he joined IDG five years ago — Editor **Andreas Fischer** and Editorial Assistant **Birgit Bombeck**. There will be a small number of outside contributors, and a *Computerworld* or *Macworld Schweiz* staff member may occasionally author a column. However, all of the content will be conceived and written specifically for *PCtip*.

The toughest job for the editors will be to write in an understandable way for a broad audience, Osterwalder said. "We have to keep in mind that we are talking to the consumers, not to professionals," he noted, adding that an extensive readership analysis was conducted prior to launching the publication.

In the future, 1,500 questionnaires will be sent out after each issue to assess reader needs and reaction.

ON LINE

ALEXA McCLOUGHAN

IDC's Vice President of Financial Services is this week's guest columnist

Q What were you doing before you joined IDC?

A I was a securities analyst at Goldman Sachs for six years, focusing on the storage and CAD/CAM industries. At the time Goldman was a client of many IDC programs, and I was an especially heavy user of IDC storage research. As a long-time customer I gained first-hand experience on how to realize value in a relationship with a market research firm. The IRS program is an outgrowth of what I wished Goldman could have purchased.

What is the charter for the Investment Research Service (IRS)? How is this different than the Custom Information Access (CIA)?

The fundamental focus of both IRS and CIA is to generate incremental business for IDC, tapping a new customer base with IDC's existing research and expertise. This fall the IRS Program will complete its fourth full year. The original charter was to develop a product to meet the specific needs of the financial community: brokerage firms, money management firms, commercial banks, etc. We sell information to those people who interact with IT companies and decide whether or not they should underwrite a security, purchase stock or lend money. Information technology is an important component of business for these companies, and IDC complements their existing skill set.

In general, our financial customers look for one or more of the following: 1) evaluation of a new product announcement (who wins/who loses), 2) confirmation or denial of rumors, 3) quick evaluation of a company, 4) contrarian view of conventional wisdom, 5) change at the margin (major changes in sales trends for key product or markets), and 6) competitive insights.

Packaging and client service are the core components of the service. IRS is priced at a premium compared to standard IDC continuous information services (CIS). Our client base has access to all of IDC's domestic written research and a sizeable pool of inquiry time to spend with the analysts. Inquiry is administered through a central contact point to insulate the client from our internal complexity as well as to provide a channel for proactive communication. The latter is particularly critical given that success in financial markets is increasingly a function of tactical information.

Virtually from inception we have identified non-financial firms that were ideal candidates for this umbrella-type product. CIA was launched last fall to formally confront this opportunity. Our initial focus is IT-related companies: those whose fortunes are dependent upon developments in the computer industry but are not directly suppliers of computer products or services. The differences with IRS are subtle, largely centering around availability of written research and package/program price. This service has strict audience limitations. We carefully review all prospects in order to preserve revenue opportunities for IDC's standard services.

How does your group interact with the rest of IDC?

The IRS and CIA programs are part of the Systems Group within IDC but rely on all of IDC's research businesses to execute our product. IDC researchers are our most important asset. IRS/CIA's profit and loss structure has been designed to recognize the profit at the CIS level. A chargeback mechanism compensates analysts in other IDC groups for answering inquiries or initiating communication with our clients. In this way program managers and directors can see direct financial benefit from supporting our client base. We encourage analysts to share industry "scoop" with our clients. While tactical information is at the heart of our service, we are also quite willing to fund specific longer-term, program-driven research initiatives.

Where do you see future opportunities and how does the product need to change?

So far in FY94, revenues are up 50% compared to last year. Thus far a significant portion of the programs' growth has come from sales of IRS to brokerage firms. We've penetrated other financial franchises to a lesser extent, and we have just begun to pursue the IT-related opportunity via CIA.

Our priority is to continue to deliver a higher level of value-add to justify increased prices and stay one step ahead of our primary competitor, Dataquest. Thus far we have been successful helping to fund a number of internal research initiatives (i.e., telebriefings, buying intentions surveys). Looking forward, I believe it will be imporant for IRS/CIA to create more of its own deliverables. IRS analysts have begun to write research; specifically, vendor profiles, quarterly industry financial reviews and a bi-monthly newsletter. We have also taken on project management for regular custom survey work for several of our financial clients. The benefits are internal in the form of creating more product for IDC as well as external through a more customized overall service.

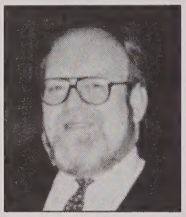
What advice would you offer to others who are attempting to launch a new venture or service?

First, do the necessary market research. We conducted several three month customer trials that allowed us not only to test the value of IRS but also to find out if we could deliver the level of service we promised. Second, keep it simple. Too many options can be confusing to the customer, hard to execute and difficult to communicate to your salesforce. Third, know how customers will justify buying your product. There are many good product ideas but few that return an acceptable payback.

Asia/Pacific Managers Review Economic Climates

At the recent IDG Asia/Pacific Managers Meeting representatives of each country reviewed the situations in their markets. Here are the highlights of their reports:

AUSTRALIA


KENNEDY

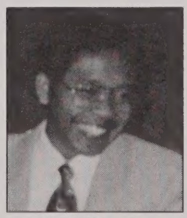
The economy is coming out of a long and deep recession. The local IT industry is experiencing a growth rate of nearly 8%. *Computerworld* revenues are up 12%, but the star is *PC World*, up 55%. Profits are up 50% at *Computerworld* and 160% at *PC World*. *PC World* today is the fastest-growing publication of any kind in Australia. Its market share has gone from 19% to 29% in a year, and at the current rate will take the No. 1 position in the market within the next 12 months. Not even sharply higher postal rates could slow *PC World*. The circulation balance was shifted more to newsstand sales to cut down on costs. To grow *PC World* circulation, the staff has tried every idea offered, from supplements to discounts on IDG Books to scratch lottery tickets. — **Don Kennedy**

HONG KONG

BENNETT

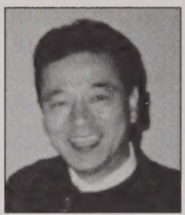
IDG Hong Kong is a smaller and more focused operation since Singapore and Malaysia were spun out this year as a separate company. The big project at *Computerworld* is to convert it gradually to paid circulation. This is a particular challenge since all IT publications in the market have always been free. *PC World* is still in startup mode but growing nicely. The staff could not find a vendor willing to sponsor a disk on the cover, so they gambled and did it anyway. As a result, newsstand sellthrough increased from 43% to 87%. Now vendors are standing in line to sponsor cover disks. *Computerworld* switched recently to much lighter "bible" paper because of a recent increase in postal rates. With the new paper, a 36-page issue can be sent for the cost of a 24-page issue. — **Melvyn Bennett**

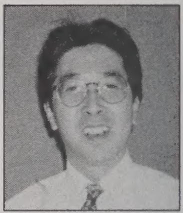
INDONESIA


WINARNO

The Indonesian economy is growing at an annual rate of 6%, but the IT sector is growing 23%. The market grew from $600 million in 1993 to an expected $720 million this year. Gramedia is the licensee both of *PC World* and IDG Books. Revenues for *Info Komputer*, the *PC World* licensee, have increased 64% over 1993. *Info Komputer* has a monthly circulation of 15,000 copies, with 90% of copies sold on the newsstand. Some 60% of copies are sold in Jakarta. Challenges facing *Info Komputer* include slow implementation of information technology and little local software. Software piracy is rampant, leaving little incentive for local software development. — **P.M. Winarno**

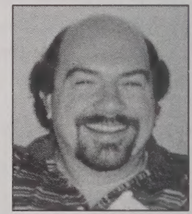
JAPAN


HIRAMATSU


USHIJIMA

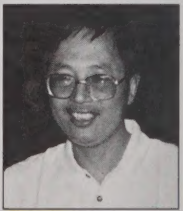
The losses of previous years have been dramatically reduced and revenues are growing nicely. A highly-successful new product is Computerworld Today, a daily service delivered each afternoon by fax. There are more than 500 subscribers now at $2,000 each. Research shows an average of almost eight people read each copy that is distributed. High customer satisfaction is proven by a renewal rate of more than 90%. IDG Japan is also looking at a new Japanese concept call the "mook," which is a combination of "magazine" and "book." These are one-time publications in the format of a magazine. If a single issue is successful it can be turned into a magazine. *Macworld* has shown 13% revenue growth this year but struggles in a market with seven competitors. Surveys show editorial quality is very high, and *Macworld* pages are up 21%. — **Kozo Hiramatsu** and **David Ushijima**

NEW ZEALAND


TAYLOR

After five years of deep recession the economy is growing at a healthy 5%, and the IT industry is growing at 9%. IDG New Zealand's revenues are up 6%, and profits are 18% ahead of plan and 32% ahead of last year. IDG has a 60% market share with only one IT competitor left in the market. The main competition comes from daily newspapers. With fewer competitors to take market share from, the challenge for IDG is to grow by growing the category of IT publications and finding niche markets. *The Absolute Beginners Guide to Buying a PC* was a big success, with 25,000 copies sold. By contrast, *PC W orld New Zealand* has a circulation of just 9,000. — **Martin Taylor**

PEOPLE'S REPUBLIC OF CHINA


TANG

IDG has 10 publications in China and government approval has just been given for an 11th. In the IT magazine publishing field IDG and its partners have a 98% market share. IDG also has nine shows in China and, by recently acquiring the Great Wall Exhibition Company, plans to produce a show even bigger than Comdex. The first four titles of IDG Books were published in 1993; 40 titles will be published this year and another 40 in 1995. The Chinese IT market has been growing at an annual rate of about 40% over the last five years, but IDG has been growing at 145%

IDG Job Opportunities Update

VAR DATABASE ACCOUNT EXECUTIVE - WEST COAST (CWDD)
This West Coast position will involve making sales presentations on the phone and in person. Responsibilities will also include prospecting and closing sales. Software sales experience or mailing list/information sales experience is necessary. Knowledge of the computer industry is required. Must be a self-starter with persistence and confidence.

NATIONAL ACCOUNT EXECUTIVE (CWI)
Computerworld has a newly created opportunity for an individual to target key advertisers to prospect, sell and close business for its CD ROM Information Products. Requires at least three years sales experience in electronic media products (databases, on-line services and CD-Rom's), preferably within a publishing environment. Excellent communication skills required. A proven track record in presenting, proposing and closing large accounts is essential.

GRAPHICS SPECIALIST (EMS)
The individual in this position will participate in the collection and preparation of graphics for display on a new on-line buying service. A minimum of three years experience working on both PC and Mac platforms, Adobe Photopshop & Illustrator and Hijack is necessary. Candidate must have experience in converting graphics into different formats with scanners, graphic design, illustration and layout. Excellent communication skills are necessary. Strong computer skills a must. College degree plus three years in a publishing environment preferred.

DIRECTOR OF LICENSING (IW)
The successful candidate will continue building and managing InfoWorld Publishing Company's new on-line publishing business. Necessary skills include the ability to negotiate licensing agreements with on-line services and other electronic publishers. Duties also include negotiating agreements, managing contracts and working with post-production as well as writers and editors to meet the terms of the agreements. A business degree and a strong business background is necessary.

ASSISTANT TO THE PUBLISHER (PCW/LOTUS)
The individual in this position will be responsible for all accounting, administrative and clerical support to the publisher. Candidate will oversee weekly accounting schedule of accounts payable and receivable, invoice maintenance, vendor negotiation/cost analyses and assist in multi-step process of monthly reforecast and budget preparation. Excellent communication skills are necessary. A minimum of three years administrative experience plus knowledge of Lotus 1-2-3 is required. Knowledge of publishing a plus. This position is located in Boston, MA.

ADMINISTRATIVE ASSISTANT (PCW)
The responsibilities in this position will be to provide clerical and administrative support to the Human Resources Department, President's and Publisher's office. Duties will include phone back-up, typing, photocopying, arranging meetings and maintaining files and forms. Excellent telephone skills plus two years administrative assistant experience required. Candidate must be proficient in Work and Excel in Windows.

IDG Job Opportunities Update

Monday July 4, 1994

The *Job Opportunity Listing* will be published weekly in the **IDG World Update** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

MARKETING COMMUNICATIONS MANAGER (IDG/MARKETING SERVICES DIVISION)
The ideal candidate will bring strong project management skills and creative thinking to this position. Individual will assist in the planning, development and execution of promotional and sales support materials, events, advertising and research. Strong communication, analytical and writing skills are necessary. A minimum of three years Marcom experience preferred.

STAFF WRITER (CIO)
The successful candidate will be responsible for researching, reporting and writing the equivalent of one major, multisourced feature article a month, plus additional short items. One to three years experience in monthly feature writing is required. A background in business writing, plus some familiarity with computer technology is preferred. In addition to writing assignments, this position involves participation in idea-generation and issue-conceptualization.

SENIOR ANALYST, SOFTWARE (IDC)
The successful candidate should have experience in researching and analyzing applications software market trends. Strong writing, analytical and business development skills are required. Knowledge of applications vendor strategies and end-user requirements a plus.

LOTUS NOTES ADMINISTRATOR (IDC)
The individual in this position will be responsible for the overall management of the Lotus Notes network. Responsibilities include the support of Electronic Publication Lotus Notes development project, installation and maintenance of Notes related hardware and software and hands on training and support of Lotus Notes users. A minimum of two years experience supporting cc:Mail and Lotus Notes, Version 3 is required.

FEDERAL ACCOUNT MANAGER (FCW)
The qualified candidate will sell advertising space for the publication. A minimum of three years experience selling to re-sellers and integrators in the government market is required.

DATABASE SERVICES REPRESENTATIVE - WEST COAST (CWDD)
The primary responsibility in this position is to increase CW Advertising Sales revenue. Duties will include developing and maintaining a strong relationship with the CW Sales Team and coordinating and exchanging information between CW Sales and the CW Database Division. Candidate will be responsible for maintaining client files for background information for use in interpreting the data CWDD collects. Individual will assist in making sales calls to clients as needed.

IDG Job Opportunities Update

July 4, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0309
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Senior Analyst, Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Asst. / Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VAR Database Account Exec.	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	National Account Executive	Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer Analyst	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	Mail Clerk	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Director of Licensing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Sales Respresentative	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Systems Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Exec.Editor/Reviews & Testing	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

July 4, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Human Resources Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Assistant / Merchandiser (2)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Administrative Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW/Lotus	Assistant to the Publisher	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assiatant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Performance Analyst	San Francisco, CA	U. Diehlmann	(415)974-7429
PCW	Design Associate	Muldtimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Copy Editor	Muldtimedia World, San Francisco,CA	K. Stein	(415)974-7362
PCW	Assistant Production Manager	Muldtimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Muldtimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Muldtimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
MAC	Acct. Mgr., Direct Response Sales (2)	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
IMI	Assistant to the Publisher	Publish, San Francisco, CA	G. Gable	(415)978-3283
IMI	Circulation Manager	Advanced Sys., San Francisco, CA	E. Chittenden	(415)978-3306
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Coordinator/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

IDG CORPORATE

BOVIARD STAR AWARD PROGRAM

The recipient of the Corporate Boviard Star Award will be selected from nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Summer Picnic on August 19, 1994.

EMPLOYEE NAME ____

POSITION or TITLE ____

DEPARTMENT ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY:____________________________DATE:___________

All nominations must be submitted to Theo Guest, IDG Human Resources Department, 5 Speen Street, Framingham, MA by **July 18, 1994.**

IDG CORPORATE
BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate "Boviard" Star Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

IDG has renamed this program "The Boviard Star Award" to recognize the passing of our friend and colleague, Jay Boviard. Jay exemplified the qualities we encourage in our Corporate Stars and was one of the first to receive a STAR Award in December, 1989. The Awards are granted twice a year at the IDG Holiday Luncheon and at the Corporate Picnic. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection Committee.

- Accounting
- Chairman's Office
- President's Office
- Credit
- Finance
- Tax & Legal
- International Marketing Services
- List Services
- Marketing Services Division
- Research Services
- Human Resources
- Information Systems
- IDG International Publishing Services (News Group)

Please use the nomination form on the reverse side to nominate an IDG Corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees can nominate other corporate IDG employees for this award Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **July 18, 1994.**
Please use the form on the reverse side.

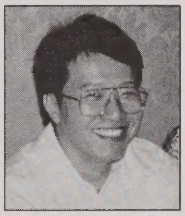
each year. Future growth will be more challenging. The market is becoming more competitive and inflation is increasing. China as a whole is experiencing 10% inflation, but it is running 15% in Beijing and 17% in Shanghai.
— **Hugo Hsiung** and **Tang Bao Xing**

SINGAPORE

WILSON

IDG Singapore is the newest subsidiary in the region, having been broken off from Hong Kong as a separate business unit this year. The business produces two editions, *CW Malaysia* and *CW Southeast Asia*. With the launch of IDG publications in most neighboring markets previously covered by the Southeast Asia edition, the decision has been made to concentrate on a Singapore edition and a Malaysian edition. Currently 6,000 copies go to Singapore and 5,000 to Malaysia. The Singapore economy continues to boom, with 8% growth, 5% inflation and 2% unemployment. Malaysia is growing at 8%, with 4% inflation and unemployment. The publications plan to shift resources and use a lower quality paper so the savings can be spent on raising editorial quality.— **Tim Wilson**

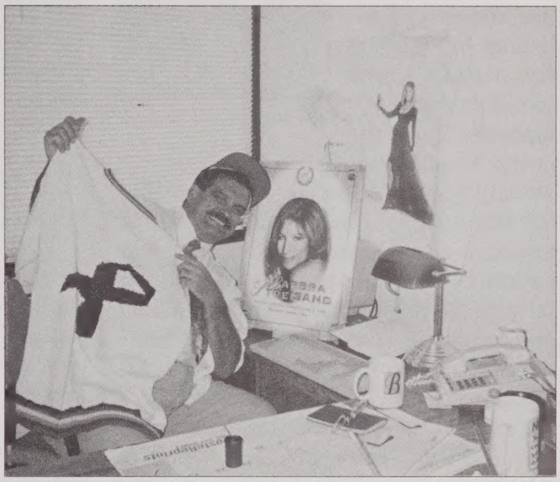
TAIWAN


WANG

IDG Taiwan consists of *Computerworld*, *PC World* and an IMS office. Revenues have increased sharply, and the staff expects to finish the year 227% ahead of last year. These successes come at a time when the economic growth rate has dropped below 6% for the first time in years and exports are flat. High land prices, high wages and a labor shortage are hurting growth. The IT publishing environment in Taiwan is fiercely competitive with more than 30 IT publications. IDG Taiwan is responding to the competition by improving editorial quality, enlarging the sales force and strengthening brand awareness. A tentative deal has been struck to produce a weekly television show which should further promote the IDG brands and image.- **Jack Wang**

OFF SITE

InfoWorld's Peter Holm Keeps His Friends and Family in Stitches


INFOWORLD

SURROUNDED BY STREISAND MEMORABILIA, HOLM *displays the sweater he knitted to wear to her concert.*

For *InfoWorld* Production Services Director **Peter Holm**, the most lasting legacy of a childhood bout with chicken pox was a long-dormant but recently rekindled passion for knitting. "This was back in the days before kids had TVs in their bedrooms," recalled Holm, "and my mother was desperate for something to keep me occupied — and quiet! — during that long week."

His first project turned out to be his last for more than 30 years. Until one day in 1988, when Holm, then production director at *Computerworld*, accompanied a co-worker to a knitting class he was taking in Boston. "I loved it," said Holm, who immediately became hooked and has since churned out sweaters at an impressive rate.

Most of the two dozen or so sweaters he has produced over the past six years have ended up in the hands of family and friends, and a few lucky co-workers have also been recipients. Holm, who says he is running out of relatives on which to bestow his creations, may soon begin soliciting requests for his handiwork, but, he hurries to add, "I'm not taking orders yet!"

Not with four sweaters currently in various states of completion and another about to go on the needles. "I always have at least three going at once," noted Holm, who, most mornings is up by 5:45 to feed the cats and spends an hour or so watching the news and knitting before work. "By working on several at a time, I can switch when I get sick of a stitch or a pattern," he noted.

Holm recalls his first sweater as perhaps his most memorable. "I'd only taken four classes when I set out to knit my first sweater. There's a technique for correcting errors that lets you take your work off the needles, fix the mistake and replace your work without ripping out all the stitches. But of course I didn't know that," he said. "I must have done the same five inches of that sweater four times." In a moment of extreme frustration he pulled the whole thing out and threw it in the trash. "But then I thought someone might ask me how the sweater was coming along, so I retrieved the yarn and stayed up all night working reknitting the entire thing." When he finally finished he was so tired of the piece that he donated it to a holiday raffle. "They said it brought in the highest price they'd ever gotten for an item," Holm said. "Everyone seemed to want it but me."

His most recent project, a sweater he designed and knitted especially to wear to a Barbra Streisand concert last month, so impressed the owner of the San Francisco store where he buys much of his yarn that she displayed it in her window for two weeks.

Holm, who designs many of his creations, says it is the mathematical quality involved in working out an intricate pattern that keeps him intrigued with his hobby. "I like all kinds of puzzles — jigsaws, word games — and this can be like a puzzle. Plus, it gives me something to do instead of cleaning the house," he noted.

NOTEWORTHY

PROMOTIONS

Amanda Hixson has been promoted to the newly created position of vice president of the Industry Publishing Group at *InfoWorld*. Under the new group‘s umbrella is the group Amanda previously managed, which is responsible for licensing of on-line and CD-ROM projects, as well as the *PC Letter* and editorial events groups. “This promotion reflects the remarkable job that Amanda has done in organizing a licensing business for *InfoWorld*, working on the development of a CD-ROM prototype, and demonstrating general business acumen,” said Editor-in-Chief **Stewart Alsop**.

IDG WORLD UPDATE

HIXSON

NEW EMPLOYEES

Randi Brissman, western regional sales manager for *GamePro* magazine, has been selling advertising for almost eight years for publications including *Computer Retail Week*, *Video Business* and *Toy and Hobby World*. Randi earned her bachelor’s degree in art history from the University of California at Santa Barbara and outside the office takes advantage of time with her three-year-old daughter Jennifer.

INFOTAINMENT WORLD

BRISSMAN

Bruce Wolff will work in a similar capacity building ad sales for *GamePro*’s northeast region. Bruce attended Johnson and Wales University where he received a BS in sales and marketing. He enjoys biking and coaches a Little League team.

InfoWorld welcomes a host of new staff members. **Aaron Bagchee** has been hired as a PC support assistant. He majored in computer science at Hayward State University and dabbles in sports, guitar and traveling.

Previously technical editor for *UNIX Review* and associate editor for *Corporate Computing*, **Amy Johnson** is associate editor for *InfoWorld*’s application development team. She majored in physics and computer science at University of California at Berkeley and is at the beck and call of her cats.

Having worked as bureau manager for *Datamation*, **Mike Ricciuti** has joined *InfoWorld* as a senior writer covering database and application development tool vendors. He received a BS in journalism from Northeastern University and enjoys biking, tennis and listening to music.

Tom Young is associate editor for the Enterprise section. Tom received a BS in earth science from the University of California at Santa Cruz and an MS in geology from UC Davis and before joining *InfoWorld* was a post-graduate researcher conducting geological research.

A freelance writer during her graduate studies, **Margaret Steen** has signed on as a copy editor. She received a BA in comparative literature from Carleton College and an MJ from the Graduate School of Journalism from the University of California at Berkeley. Margaret plays the flute, reads and travels in her free time.

Formerly an account analyst in international finance at DEC, **Kathie Sturtevant** joins IDG as a staff accountant. Kathie graduated with a BS in economics/finance from Bentley College and enjoys tennis, hiking, camping and volunteering in her community.

STURTEVANT

Computerworld Publishing welcomes three new employees. **Matthew Moran** has been hired as a systems specialist in Burlingame, Calif. Matthew received a BS in MIS from California State University at Hayward and in his free time hikes, swims and tinkers with high-tech toys.

Cathleen Duffy is associate editor for the *CW Guide*. Cathleen is not unfamiliar with *CW* as she was previously associate editor of the Careers and Marketplace sections before. She attended Westfield State College where she earned a BA in English. Outside the office Cathy enjoys spending time with her young daughter and writing stories and some non-fiction pieces for children.

IDG WORLD UPDATE

DUFFY

Toni O’Connor is a senior human resources representative. Toni graduated from Regis College with a BA in psychology and in her spare moments, reads, excercises and spends time with her children.

IDG WORLD UPDATE

O’CONNOR

Jo-Ann Sturtidge has been hired as an account executive for *Macworld*. Jo-Ann is no stranger to IDG, having worked previously as the manager of *InfoWorld*’s PC Teleshopper and Classified Telemarketing divisions. She is the first inside sales partner for *Macworld*, handling the Midwest, Mid-Atlantic, Southeast and New England regions, as well as Texas. She earned a BA in English from UCLA and takes power walks and does jazzercise in her free time.

STURTIDGE

MAKE TRAVEL PLANS NOW FOR COMDEX

Due to limited availability, airline reservations to go to Comdex ‘94 (November 14-18 in Las Vegas, Nev.) should be made as soon as possible. U.S.-based employees may make seat arrangements through Thomas Cook Travel by calling 508-935-4432 (East Coast) or 415- 267-1740 (West Coast).

World Expo Employees Recognized as Corporate Value Achievers

Cathy Gibson

CATHY GIBSON, COMMENDED FOR HER WORK *on UniForum, displays the plaque containing excerpts from her nomination.*

IDG WORLD UPDATE PHOTOS

MARKETING SPECIALIST LISA HUGHES HOLDS *the engraved World Expo globe she earned for her work on UniForum.*

CEO and President of IDG World Expo **Ken Kaplan** and the awards committee recently presented the World Expo Corporate Value Achiever Award to two exceptional employees in recognition of their accomplishments in the period between October 1993 and March 1994.

Cathy Gibson, now marketing manager for ComNet, was recognized for her performance as show manager of UniForum. She began her relationship with World Expo as a consultant for the Enterprise show and signed on as a full-time employee last September.

Cathy's nomination spoke to the way in which she completed each facet of her job with thoroughness and finesse: "Cathy developed innovative information technology programs and events...In a situation where most people would give up, Cathy persevered. She respected her staff and had the confidence that their talents would make the show a success...She maintained a calm and positive attitude; showed great respect for her many customers; and accomplished one of the best shows I have seen."

Marketing Specialist **Lisa Hughes** joined World Expo in January of 1993 and is currently involved in SunWorld and a number of international ventures. She was recognized primarily for her efforts on UniForum.

Excerpts from Lisa's nomination read, "With the resignation of the UniForum marketing manager, Lisa took responsibility for the entire program and managed it to an extremely successful conclusion...Lisa handled this position with patience, professionalism and open-minded dedication...She is a true asset to the marketing department and IDG World Expo."

Cathy and Lisa each received a plaque, an engraved World Expo globe and a monetary reward in honor of their outstanding efforts.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Renee Visconti - Network World

EIGHT YEARS
Ralph Finos - IDC

SEVEN YEARS
Cherie La France - Macworld
Teresa Martin - IDG U.K.

SIX YEARS
Caroline Craig - InfoWorld
Ruth Henrich - Macworld
Douglas McLeod - IDC

FIVE YEARS
Elaine Roberti - Computerworld
Carol Benioff - InfoWorld
Chip Carman - Macworld

FOUR YEARS
Jennifer Scholze - IDC

THREE YEARS
Aleksandra Skulte - Computerworld
Peter Boulay - IDC Government
Stephanie Legelis - CIO
Catherine Kenny - PC World
Akiko Fujikawa - Macworld Japan
Chris Keall - New Zealand PC World
Stéphanie Grin - IDG France

TWO YEARS
Lynda Fitzpatrick - Network World
Masahiro Saito - Macworld Japan
Daphne Fadelli - InfoWorld
Willem Knibbe - InfoWorld
Rodney Gallie - InfoWorld
Alison Treasure - IDG Hong Kong
Andy Tsang - IDG Hong Kong

ONE YEAR
Terence Ng - InfoWorld
Amy Phoenix - InfoWorld
Irma A. Clemente - IDG Mexico
Mary Cowan - Macworld U.K.

CELEBRATING 10

Maria Grazia Rovati

PROFESSION: Senior accountant in charge of human resources, IDG Italy

RESPONSIBILITIES: Human resources, payroll and corporate taxes

JOINED IDG: In January 1984 as the managing director's secretary.

HOME: Cerro al Lambro, a small town near Milan

MOST CHALLENGING PART OF YOUR JOB: Always meeting the many deadlines.

BEST PART OF BEING WITH IDG: After all these years it has become like my second family.

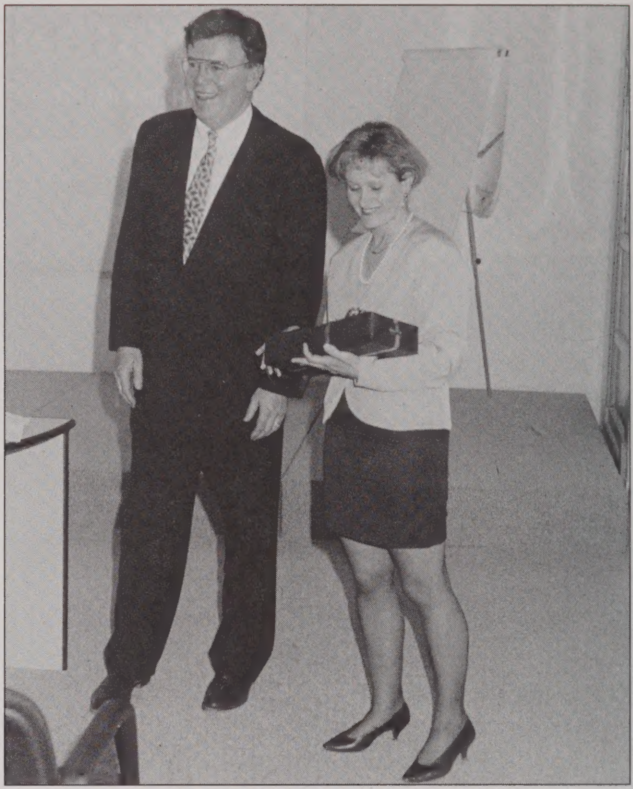
LATEST ACCOMPLISHMENT: Reconstructing the history of employee wages and benefits since the company was incorporated in 1983.

CAREER HIGHLIGHT: Being part of a worldwide corporation and facing a new way of working when the company — formerly the Italian licensee — was bought by IDG.

ON BEING WITH IDG FOR 10 YEARS: I never thought I would enjoy it so much!

OUTSIDE INTERESTS: Swimming, reading and riding my bicycle in the countryside.

DREAM DESTINATION: I would like to visit Africa because I think that there nature masters the man rather than vice-versa, like in an industrialized country.



AGENZIA FOTOGRAFICA REFLEX

IDG CHAIRMAN PAT MCGOVERN PRESENTED A TENTH *anniversary gift to Maria Grazia Rovati last month in Milan.*

FANTASY JOB: To be an oceanographer, because it would be a good way to spend time on the sea.

MANAGER'S PROFILE: "Grazia has been with IDG Italy for more time than anybody else; she is the company's "mom" and gives confidence to us all. Her skills and the attention she pays to delicate matters guarantee her success."
— *Brunello Bossi, managing director, IDG Italy*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

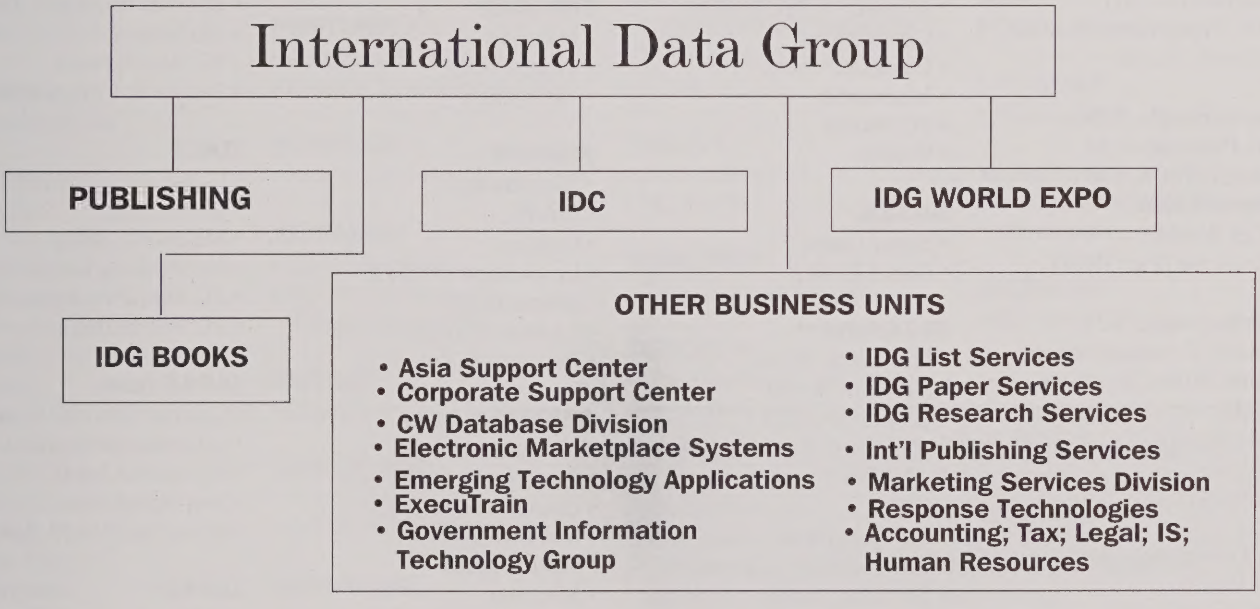
Volume 24, Number 28 · SPECIAL ISSUE · July 11, 1994

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG: WHO ARE WE?

IDG World Update *fields many requests from employees who would like more information on various business units. In a company as large and decentralized as IDG, it can be a challenge to understand what all the parts are, who is in charge, and where the offices are located. The goal of this special issue is to present IDG, in a very consolidated format, to its employees. The following is not intended to be a definitive corporate marketing piece but rather a general explanation of who we are and what we do.*


International Data Group
PUBLISHING
IDC
IDG WORLD EXPO
IDG BOOKS
OTHER BUSINESS UNITS
• Asia Support Center
• Corporate Support Center
• CW Database Division
• Electronic Marketplace Systems
• Emerging Technology Applications
• ExecuTrain
• Government Information Technology Group
• IDG List Services
• IDG Paper Services
• IDG Research Services
• Int'l Publishing Services
• Marketing Services Division
• Response Technologies
• Accounting; Tax; Legal; IS; Human Resources

Publishing. Research. Expositions. Databases. Books. And more. As the world's leading source of information services on information technology, IDG does it all. Every day, all around the world, IDG employees are delivering IT industry data — in many different forms — to vendors, corporate users, and individuals in small offices or at home.

As much as many employees work in conjunction with other business units during the course of their work, it's difficult to keep track of IDG's myriad offices around the world. While some people may have heard of Emerging Technology Applications, they may not be able to define the group's mission. Or, the IDG PR Service may sound familiar, but people may not know that it is part of IDG's International Publishing Services office in Boston. Others may not be aware that there are IDG publications originating in four African nations.

This issue of *IDG World Update* is designed to give employees a glimpse of IDG's presence around the world and the functions of the company's major business operations. It is not intended to be a complete description of every functional activity in every division.

IDG: Quick Facts

- **Established in 1964**
- **6,400 employees worldwide**
- **IDG publications cover 95% of the worldwide computer market and are read by more than 45 million people.**
- **Worldwide gross revenue of over $980 million**

PUBLISHING

IDG publications in print as of July 1994. Newsletters are not included. Offices in countries listed are wholly-owned subsidiaries unless otherwise noted.

** = licensee*
*** = publishing partner*

UNITED STATES

Falls Church, Va.
- Federal Computer Week

Framingham, Mass.
- CIO
- Computerworld
- CW Client/Server Journal
- Network World

Peterborough, N.H.
(IDG Peterborough)
- Amiga World
- Digital Video
- DOS World
- Maximize (Fall 1994)

Peterborough, N.H.
(Connell Communication)
- Cable in the Classroom
- CD Review
- Game Hits
- Take One
- Video Event

San Francisco, Calif.
- PC World
- Advanced Systems
- Macworld
- Multimedia World
- Publish

San Mateo, Calif.
(Infotainment World)
- Electronic Entertainment
- GamePro
- PlayRight
- SWATPro

San Mateo, Calif.
- InfoWorld

ARGENTINA
- Computerworld
- Infoworld

AUSTRALIA
- Computerworld
- Digital News
- Macworld
- Mobile Business Australia
- Network World
- PC World
- Reseller

AUSTRIA
- Computerwelt
- PC Test

BELGIUM*
- Data News

BRAZIL
- Anuario de Informatica
- Connections
- Computerworld
- Macworld
- PC World
- Publish

BRAZIL*
- Super Game
- Game Power

BULGARIA**
- PC & Mac World
- Network World
- Computerworld

CANADA**
- CIO
- Computerworld
- Graduate Computerworld
- Reseller World
- Info Canada
- Network World

CHILE*
- Computerworld

COLOMBIA*
- Computerworld
- PC World Colombia

COSTA RICA*
- PC World

CZECH & SLOVAK REPUBLICS**
- Computerworld
- Elektronika
- PC World

DENMARK
- Computerworld Danmark
- Computerworld Focus
- PC Produkguide
- PC World Denmark
- Windows World
- Macworld
- Communications World
- Tech World

ECUADOR*
- PC World

EGYPT*
- Computerworld Middle East
- PC World Middle East

FINLAND*
- Mikro PC
- Tietoverkko
- Tietovikko

FRANCE
- Distributique
- InfoPC
- Golden
- Le Guide du Monde Informatique
- Le Monde Informatique
- Reseaux & Telecoms

GERMANY (IDG)
- Computerwoche
- Computerwoche Focus
- Computerwoche Extra
- I/M Information Management
- Macwelt
- PC Welt

GERMANY*
- Game Pro
- Electronic Entertainment

GREECE*
- Publish & Macworld
- PC World (set to launch in July 1994)

HONG KONG
- Computerworld
- PC World

HUNGARY
- PC & Macworld
- Computerworld Szamitastechnika

INDIA*
- Computers and Communications

INDONESIA*
- KompuTek Computerworld

INDONESIA*
- InfoKomputer

IRELAND*
- Computerscope

ISRAEL*
- Beyond Windows
- Multimedia
- PC World Israel
- People & Computers

ITALY
- Computerworld Italia
- Lotus Italia
- Macworld Italia
- Networking Italia
- PC Shopping Italia
- PC World Italia

JAPAN (IDG)
- Computerworld Today
- Information Systems World
- Macworld Japan
- SunWorld Japan
- Windows World Japan

JAPAN*
- Nikkei Personal Computing

KENYA*
- East African Computer News

KOREA*
- Computerworld
- Macworld Korea
- PC World Korea

LATIN AMERICA*
- GamePro for Spanish-speaking countries (Mexico launch July 1994)

MALAYSIA*
- Computerworld

PUBLISHING

MEXICO
- Computerworld
- Macworld
- PC World

NETHERLANDS (IDG)
- Lotus
- Computer! Totaal
- LAN Magazine
- Macworld

NETHERLANDS*
- Computable

NEW ZEALAND
- Computer Buyer
- Computerworld
- Network World
- PC World New Zealand

NIGERIA*
- PC World Africa

NORWAY
- C/World
- Computerworld
- Networld
- Computerworld Privat
- Lotusworld Norge
- Macworld Norge
- Maximail
- PC World Ekspress
- PC World Nettverk
- PC World Norge
- PC World's Produktguide
- Publish & Multimedia
- Student Data
- Unix World
- Windows Spesial

PAKISTAN*
- PC World (July 1994)

PANAMA*
- PC World

PEOPLE'S REPUBLIC OF CHINA (IDG HIGH TECH BEIJING)
- Electronic Product World

PEOPLE'S REPUBLIC OF CHINA**
- China Computerworld
- China InfoWorld
- China Networkworld
- Electronics International
- PC World China

PERU*
- Computerworld Peru
- PC World Peru

PHILIPPINES*
- Computerworld
- PC Digest

POLAND
- Computerworld Poland
- CW Special Report
- Networld
- PC World Komputer

PORTUGAL*
- Cerebro (PC World)
- Correio Informatico (CW)

PORTUGAL*
- MacIn (Macworld)

ROMANIA*
- Computerworld
- PC World Romania
- Telecom Romania

RUSSIA*
- Computerworld Moscow

RUSSIA (IDG)
- Networks
- PC World Russia

SINGAPORE
- Computerworld

SLOVENIA*
- Monitor

SOUTH AFRICA*
- Computer Mail
- Computing S.A.
- Network World
- Software World

SPAIN
- Amiga World
- Macworld España
- Computerworld España
- Communicaciones World
- PC World España

SPAIN*
- Publish

SWEDEN
- Attack
- Corporate Computing
- CAP&D Publishing & Design
- Computer Sweden
- Dataingenjoren
- Macworld
- Maxi Data
- MikroDatorn
- Network & Communication
- Svenska PC World
- Windows World

SWITZERLAND
- Computerworld Schweitz
- Macworld Schweiz
- PCtip

TAIWAN
- Computerworld
- PC World

THAILAND*
- Thai Computerworld

TURKEY**
- Computerworld Monitor
- Macworld
- PC World

UKRAINE*
- Computers + Software
- Computerworld Kiev

U.K. (IDG)
- Macworld

U.K.*
- Computing
- Connexion

U.K.*
- Lotus Magazine

U.K.*
- Open Computing

URUGUAY*
- PC World

VENEZUELA
- Computerworld Venezuela
- PC World

VIETNAM*
- PC World

SELECTED PUBLISHING PRODUCT LINES

Computerworld
The weekly newspaper serving IS executives, managers and professionals responsible for enterprise-wide computer and networking technology.

InfoWorld
For PC and IS volume buyers who are responsible for networked PCs in client/server environments. (Weekly)

Macworld
The definitive authority on Macintosh-related products and services. (Monthly)

PC World
Gives PC-proficient managers clear, reliable and focused information that improves workgroup and corporate performance. (Monthly)

Global Product Support Centers for the *PCW*, *MW* and *CW/IW* product lines distribute text and graphics and facilitate information sharing among colleagues.

IDG BOOKS

IDG BOOKS WORLDWIDE

•**Established:** 1990
•**# Titles:** Over 100 titles in print, translations in 24 languages.
# Employees: 95
•**Key contact:** John Kilcullen, president
(Tel: 415-312-0650, Fax: 415-286-2740)

•**Mission:** To deliver innovative and timely business and computer information that exceeds our customers' expectations and is supported by superior service.

•**Scope of work:** IDG Books Worldwide publishes high quality books that bring extra-value and skill-building instruction to the reader. By applying IDG's technical, market and editorial know-how, IDG Books Worldwide produces business and computer books that meet the needs of readers of all levels.

Brands and product lines

...For Dummies™ books are the fun and easy way to learn about computing for the reluctant beginner. The series includes the MORE...For Dummies™, the next book to buy containing MORE tips and advice, and the ...For Dummies Quick References™, handy compilations of essential commands.

Macworld Press titles are authorized by today's leading Mac magazine and are comprised of two popular series: the Macworld...Companion helps readers learn and master Macintosh business software; and the Macworld...Bible™ and Handbook™ series offer in-depth coverage for the dedicated Macintosh user.

PC World authorized editions: PC World Handbooks and Bibles offer readers a 3-in-1 value with a unique blend of task-oriented tutorial, functional reference with hands-on tips, and value-added software designed to make any application better and easier to use.

...SECRETS® books are a unique collection of one-on-one consultations with experts on trouble-shooting, configuration, installation, work-arounds, bug alerts and customization tips and software.

Programmers Press books are targeted toward DOS, Windows, Macintosh and UNIX programmers and developers. These books run the gamut from the beginning Type and Learn™ series to the high-level Heavy Metal™ series.

Locations

Because of IDG Books' complete adoption of IDG's decentralization philosophy, the desire to draw talent from every possible resource, and the use of technology, IDG Books Worldwide sees no reason to require all of its employees to work in one central location. As a result, IDG Books has established a number of offices across the country.

San Mateo, Calif.: Established in 1990, this office houses the majority of the business functions: sales administration, marketing, finance and accounting and human resources.

Indianapolis, Ind.: Established in 1991, this office houses the majority of the creative functions; i.e., author management, editorial and page layout. However, there is some cross-over between the San Mateo and Indianapolis offices. The location of a department within our company is based on many factors, including cost effectiveness, talent pool and the desires of our employees. For instance, the operations department (a business function) is located in Indianapolis because it's more cost-effective for that department to be located close to our printer and distributors in the Midwest and on the East Coast, respectively.

Braintree, Mass.: Established in 1993 and headed up by Chris Williams, this office houses the Programmers Press division.

Dallas, Texas: A very recent edition, this office is currently devoted to expanding IDG Books' presence in the educational market. Also, IDG Books will soon be opening an office in Chicago, Ill. which will house the company's newest division, the business books division.

In-house sales representatives work out of Barrington, RI, Northboro, Mass., Algonquin, Ill., Carlsbad, Calif., San Francisco, Calif., Frederick, Md., and San Mateo, Calif.; with sales rep partners in Greensboro, N.C., Beaverton, Ore., and Toronto.

Licensing activities

•**Key contact:** Marc Mikulich, foreign and subsidiary rights manager
(Tel: 415-312-0605, Fax: 415-286-2747)

•**Scope of work:** IDG Books sells licensing translation rights to the strongest publishers in non-U.S. markets to promote IDG books and IDG brand recognition. IDG Books licenses on a title by title basis, although a series (i.e. ...For Dummies™, SECRETS™) is usually licensed to a single publisher. Therefore it is not uncommon for IDG Books to work with four or five major publishers in different markets in the same country.

All licensed titles carry the IDG Books logo and IDG Books has been able to leverage the brand name globally by preemptively licensing its titles to the non-U.S. subsidiaries of its U.S. competitors such as McGraw-Hill, Addison-Wesley, and Sybex. IDG Books has licensed titles to IDG business units that are book publishers or have book publishing divisions including IDG Sweden, IDG High Tech Company in China and IDG Technika in Bulgaria. But typically, IDG business units will enter into agreements with publishers of IDG Books in their market to run advertisements or offer IDG Books titles as subscription premiums.

INTERNATIONAL DATA CORP.

INTERNATIONAL DATA CORPORATION (IDC)

- **Headquarters:** Framingham, Mass.
- **Locations:** Six offices in the U.S. (Framingham, New York, N.J., Austin, Tex., Irvine and Mt. View, Calif.) and operations in 35 other countries.
- **Established:** 1964
- **# Employees:** 500 worldwide (250 in the U.S. including LINK and TIS)
- **Key contact:** Kirk Campbell, president/CEO (Tel: 508-872-8200, Fax: 508-935-4610)

• **Mission:** To be the world's leading provider of market information, industry analysis and strategic and tactical guidance to builders, providers and users of information technology.

• **Scope of Work:** IDC helps its clients develop strategic plans, anticipate technology, monitor competition, select distribution channels and evaluate the impact of IT industry announcements. Corporate clients range in size from start-ups to Fortune 500 companies. IDC provides the data and global insights that help vendors and users keep up with industry trends, optimize their investments in equipment and services and improve their competitive positions through informed long-range planning.

In the U.S., clients subscribe to one of more than 40 specific research programs spread across five major categories:

- Communications
- Personal Systems and Workgroup Applications
- Systems, Software & Storage
- Services
- International

IDC is the only research company in the IT business committed to establishing an international network of strong local research offices. Although the type of product and delivery system may vary from office to office, the standard means of responding to client needs are through two main areas of support: Continuous Information Services and Consulting.

Continuous Information Services

IDC Clients have direct access to consultants, industry analysis, market data and strategic guidance through a variety of channels:

- analyst-on-call (in person, telephone, mail or fax)
- written research
- electronic delivery
- conferences and briefing sessions
- on-site briefings
- fax flashes
- telebriefings
- research index
- research libraries

Consulting

IDC Consulting provides strategic and tactical marketing services to help IT professionals worldwide develop and implement better business plans. It provides customized services so that clients can identify new business opportunities, analyze competitive strategies, analyze new product requirements and understand customer needs and priorities.

LINK RESOURCES

- **Location**: New York, N.Y.
- **Established**: 1976
- **# Employees**: 23
- **Key contact**: Kirk Campbell, president/CEO

• **Mission:** LINK assists technology vendors and service suppliers in capitalizing on opportunities emerging from the convergence of the information, telecommunications, personal computing and electronic entertainment industries.

• **Scope of work**: LINK serves more than 200 corporate clients ranging from Fortune 100 multinationals to start-ups. LINK's senior analysts help customers anticipate new technologies and evaluate both business and residential markets including home office products and services, information services, personal computers, global telecommunications, personal wireless services and interactive media. In addition to extensive vendor contact, LINK conducts primary research through annual surveys that define and segment residential, home office and small and large business markets.

Like other core IDC divisions, LINK offers a full range of proprietary consulting services, multiclient studies and continuous information services.

IDC/TECHNOLOGY INVESTMENT STRATEGIES

- **Location:** Framingham, Mass.
- **Established**: 1990
- **# of Employees**: 18 in the U.S., 8 associates in Europe
- **Key contact**: Frank Gens, vice president (Tel: 508-935-4268, Fax: 508-872-8186)

• **Mission**: To provide high-value research and durable recommendations to corporations implementing IT-based strategic business systems.

• **Scope of Work**: IDC/TIS, IDC's user practice, works with IS managers and business managers of corporations who see the use of IT as critical to supporting business objectives. Clients use IDC services and consulting to spot opportunities for exploiting IT to advance business goals, while keeping the risk of technology stranding or failure at acceptable levels.

IDC/TIS' proprietary research focuses on areas of high IT risk and return for business. Today these include: enterprise client/server systems; workgroup computing platforms, distributed systems management, multimedia and new strategies for providing end-user support.

IDG WORLD EXPO

IDG WORLD EXPO

•**Headquarters:** Framingham, Mass.
•**Other locations:** San Mateo, Calif.; Munich, Tokyo, Beijing (Sydney and Hong Kong to open soon)
•**Established:** 1967
•**# Employees:** 120 (90 in the U.S.)
•**Key contact:** Ken Kaplan, president/CEO
(Tel: 508-879-6700, Fax: 875-1573)

•**Mission:** To be the largest and best-run information technology producer of IT expositions and conferences worldwide.

•**Scope of Work:** World Expo's scope includes more than 64 events in 22 countries. It produces expositions and conferences independently and in partnership with country host organizations worldwide. World Expo's work ranges from the creation of expos and conferences to the logistical management of the event itself.

World Expo establishes value for its customers by leveraging IDG's highly developed brands such as Macworld, Computerworld, Network World, InfoWorld, PC World and the Sun/open systems publications, and creating a worldwide series of events targeted to their respective audiences.

COLLABORATIVE OPPORTUNITIES

World Expo and IDG business units collaborate on a number of different levels:

- ***World Expo-produced expos and conferences.*** ComNet and The Superhighway Conference series are examples. Publication sponsorships, marketing, conference and trade show floor participation are open to IDG publications.

- ***Joint ventures with IDG business units.*** Shared risk and investment can result in leveraging the strength of IDG publications and World Expo's show management skills. Joint ventures with *Network World*, *Computerworld* U.S., *China Computerworld* and *China InfoWorld* are underway.

- ***IDG business unit-produced expos and conferences.*** These events are scaled to market size, and World Expo can contribute in a supportive role through the Global Support Center. The Support Center can, among other activities, recommend speakers, arrange for U.S. pavilions and shell exhibit space sales, provide tips through its Trade Show Planner and include the event in World Expo's advertising, public relations and international marketing programs.

- ***World Expo-licensed expos and conferences.*** Primarily geared to IDG licensees but available to all business units, the program authorizes the use of IDG brands and provides show and conference know-how.

THE VALUE OF EXPOSITIONS

Shows and conferences provide unique marketing and sales opportunities that benefit exhibitors, attendees, and sponsors. Reasons for participating in shows include:

- **To sell and buy directly**
- **To generate leads and potential sales**
- **To inform and educate**
- **To contrast and evaluate competitive products**
- **To conduct market research**
- **To test the market**
- **To increase demand**
- **To communicate corporate identity and image**
- **To obtain competitive information**
- **To spawn joint ventures and all forms of business agreements**
- **To generate press exposure**
- **To market start-up companies**
- **To provide publishing opportunities**
- **To general publication circulation**
- **To network**
- **To promote an industry segment**

IDG WORLD UPDATE's

Local Loop

FOR SALE

• **1992 Mitsubishi Montero SR**. New body style. Belize green, gold trim. Loaded, tow hitch. $16,000. Ultimate 4WD luxury cruiser!
- John Sauer, Infotainment World (415-286-2531)

• **Chevy Nova:** 1966 SS, L79, 327/350, black on black, excellent condition, former owner was Reggie Jackson [really!], $15,000.
- Marlene Levis, CIO (201-227-1140)

• **Lagune-style sofa**, 75" long. Light blue and cream stripe. Only nine months old. $475 or best offer.
- Deborah Paul, IDG World Expo (508-820-8686)

• **Wedding dress**, size 8. Short sleeves, lace bodice, full skirt. Must see! $170 or best offer (I've run out of storage space!)
- Becca Patton, Infotainment World (415-286-2551)

• **Nordic Track: "Achiever" model**. Three years old, only used three months, great condition. Asking $475 or best offer.
- Lisa McGrath, Computerworld (508-879-0700)

• **Vintage 1920 mahogany dining room table** with one leaf. Also a matching curved-front corner china cabinet. $300 for both pieces.
- Bill Laberis, Computerworld (508-620-7728)

• **Newton memory card**. Capacity 2 MB. Price: $160. Never used.
- Glenys Mercado, Computerworld (508-820-8133)

• **Two burgandy occasional chairs**, no arms, swivel, custom made. One year old. $150 each or best offer. Grey tweed couch, 92". Like new! $250 or best offer.
- Jay Lampus, Marketing Service Division/West (415-705-6425)

• **Beautiful and spacious two-bedroom**, two-bath condo in Charles River Park, conveniently located in the heart of downtown Boston. Huge living room and dining areas, enclosed balcony, new kitchen, great view of the city. Indoor parking space also available. Health club and indoor tennis on site. Unit is listed with broker at $208,000 and $24,000 for parking space. Price is negotiable if sold direct. For further information, please call me direct at 508-935-4321 or my brother Marc (the owner) at 617-742-2240. He and his wife are expecting a baby in November and would like to move to the 'burbs. Please pass the word — it's a great place!
- Rebecca Segal, IDC (508-935-4321)

FOR RENT

• **Vacation Rental: Cape Cod cottage** in Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. Choice weeks in July & August still available. $500/week. Call 508-877-3272 or leave a message at 508-877-4313.
- Val Sanclemente, IDG Paper Services

• **Vacation Rental in North Hampton Beach, N.H.** Two-bedroom condo, sleeps four, pool, two minute walk to beach. Available immediately. $425/week.
- Kevin Burns, IDG (508-935-4471)

• **Vacation Rental in Warren, Vt.** Three minutes to Sugarbush Ski Area. Five bedrooms (14 beds), three bathrooms, full kitchen, living room with fireplace, dining room, TV w/cable, downstairs play room for kids. Can be rented any time during the year. Rates vary depending on season ($450-$600/week).
- Jaye Tyler, Response Technologies (508-997-6206)

• **Marin County (Calif.) home.** Four-year-old abode includes three bedrooms, two-and-a-half baths, dining room, living room with fireplace, gourmet kitchen, two-car garage attached, Japanese tea garden yard with hot tub! One year lease, $1,950/month.
- Linda Holbrook, CW/Burlingame (415-347-0555)

WANTED TO RENT

• **Audrey Hepburn memorabilia:** any pictures or photographs from magazines, etc. Any other kinds of items wanted, as well.
- Jim Barattolo, IPS (617-423-9030)

•**One-bedroom or large two-room studio** in Watertown/Newton/Waltham, Mass., area. Access to outdoors via porch or yard important. Looking to move Sept./Oct. timeframe, but am flexible if something is available at a later date.
- Carol Hildebrand, CIO (508-935-4733)

• **Storage space for my classic convertible** from Sept. 15-

• CONTINUED ON REVERSE •

Turn the page for more classifieds and a coupon for sending in your ads!

March 15 (flexible). As close to Framingham as possible preferred. Please help me keep my Mustang!
- Shelley Aronson, CW Database Div. (508-935-4483)

WANTED TO BUY

• **Hallmark Keepsake Collectors' Christmas ornaments:** 1981 Rocking Horse and 1993 Tigger and Piglet. Will pay reasonable price.
- Susan Ciullo, IDG (508-935-4567)

BIRTHS

Matthew Winn was born to Kevin and **Penny Janzen Winn** (IDG World Update) on June 27, 1994. He weighed 7 lbs., 14 oz. and was welcomed home by Conner, 3 1/2 and Sarah, 1 1/2.

Tyler Michael Colacchio was born to Tom and **Debbie Waters-Colacchio** (IDG CSC) on July 7. He joins Heather and T.J. at home.

Gabriella McCready was born to **Ann Palermo McCready** and **Scott McCready** (IDC)on June 10, 1994; 5 lbs. and 18 inches long. Gabriella joins her big brother Anders at home.

IDG WORLD UPDATE's *Local Loop*

The *Local Loop* is a one-page monthly insert within *IDG World Update,* circulated to all U.S. business units, that carries employee classified advertisements. If you have items for sale or rent, items wanted to buy, or services to offer or services needed, fill out the coupon below.

Ads should include the following information:

- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth announcements can be submitted, as well.

Information should be sent directly to the editors of the *IDG World Update*

via mail:
IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

or fax:
617-423-0712
or phone:
617-423-9030

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by August 10 in order for them to appear in the August 15 issue!

IDG Job Opportunities Update

Monday July 11, 1994

The *Job Opportunity Listing* will be published weekly in the **IDG World Update** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

MANAGER, FINANCIAL PLANNING & ANALYSIS (IDG)

The successful candidate will manage IDG's worldwide strategic planning, annual budgeting, and capital budgeting processes. Responsibilities include reviewing new business proposals, providing senior management with financial analyses, reports, trend analysis and other pertinent information for decision-making purposes. Duties will also include providing financial support and guidance, comparative analyses, and other information as requested to business unit financial managers and presidents. Individual will manage a staff of three financial analysts. A BS in Finance or Accounting, plus a minimum of 3-5 years management experience in a similar position is required. MBA a plus. Publishing experience strongly preferred.

STAFF WRITER (CIO)

The successful candidate will be responsible for researching, reporting and writing the equivalent of one major, multisourced feature article a month, plus additional short items. One to three years experience in monthly feature writing is required. A background in business writing, plus some familiarity with computer technology is preferred. In addition to writing assignments, this position involves participation in idea-generation and issue-conceptualization.

SENIOR WRITER (CIO)

The individual in this position will be responsible for researching reports, writing the equivalent of one multisource feature per month, plus other short items, or a column. A minimum of four years business and/or technology related feature writing experience is required. Candidate will participate in idea generation with other writers and editors. Individual will also participate in reader-opinion surveys. Some travel required.

GRAPHIC DESIGNER (CIO)

The successful candidate will be involved in all aspects of the magazine from brainstorming image concepts to preparing electronic files for shipping. Three to five years magazine layout and art assignment experience preferred. Excellent communications skills are necessary. A degree in graphic design is necessary. Individual must be proficient in QuarkXPress and possess a firm understanding of typography and 4-color production in a Macintosh environment. Creative editorial portfolio is required at interview.

SOUTHWEST SALES REPRESENTATIVE (NW)

The ideal candidate in this position will prospect and sell to targeted accounts. Two to three years selling ad space or experience with senior accounts at ad agencies is required. Position is based in Southern CA.

IDG Job Opportunities Update

Monday July 11, 1994

RESEARCH DIRECTOR, WORKGROUP & END USER COMPUTING (IDC)
The successful candidate will direct IDC's research, analysis, and consulting efforts focused on its Fortune 1000 end user client base. A strong working knowledge of the following is required: desktop and server hardware (e.g., Compaq, IBM, NetFRAME) and operating systems (e.g., DOS, Windows, NT, OS/2, NetWare), management systems and practices, personal and workgroup productivity software (e.g., Lotus Notes, Microsoft Office), single-user and LAN- based databased management systems, and technology justification strategies. Five to ten years experience in a leadership/management role within a large-scale information systems environment is preferred. Excellent research, writing, and client service skills required.

EXECUTIVE ASSISTANT TO CFO (IDG/B)
This position requires a highly organized professional to provide administrative support to the CFO and finance department. Responsibilities include organizing and filing financial reports, coordinating department schedules, travel arrangements & expense reports, and handling confidential matters. College degree plus five years administrative experience preferred. PC and intermediate Excel skills are necessary. Excellent communication skills are essential.

OPERATIONS ASSISTANT (IDG/B)
Ideal candidate must have excellent organizational, communications, and time management skills. Computer literacy is required. Knowledge of word processing and spreadsheet programs preferred. One year administrative experience is required.

DATA ENTRY / CUSTOMER SERVICE ASSISTANT (IDG/B)
The individual in this position will be responsible for data entry and customer service for IDG/Books. Candidate must be team-oriented. Knowledge of word processing is necessary. (The hours are from 10 AM-7 PM Mon-Fri)

SALES ASSOCIATE / GAMEPRO (IFTW)
Ideal candidate will be responsible for customer service, database management, mailings and general administrative functions in servicing advertisers. Macintosh proficiency (Microsoft and Excel) required. Strong communication, organizational and time management skills are essential.

AD COORDINATOR (IFTW)
The individual in this position will be responsible for maintaining advertiser account and contract files, verifying credit of advertisers, rates, billing and frequency information, running standard and special reports, and updating issue ad status. One to three years experience in production/customer service-related fields required. Candidate must be proficient with the Mac (specifically Excel).

IDG Job Opportunities Update

July 11, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Manager, Financial Planning & Anlaysis	Boston, MA	S. Perry	(508)820-8160
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Human Resource Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Manager-Object World	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0309
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Asst. / Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Analyst/Latin Am. Rsch.	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VAR Database Account Exec.	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	National Account Executive	Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer Analyst	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	Mail Clerk	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
CW/RTI	Telemarketing Service Rep.	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Director of Licensing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Sales Respresentative	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

July 11, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Assistant / Merchandiser (2)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant / US Sales	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Distribution Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW/Lotus	Assistant to the Publisher	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Performance Analyst	San Francisco, CA	U. Diehlmann	(415)974-7429
PCW	Design Associate	Multimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Assistant Production Manager	Multimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Multimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
IMI	Assistant to the Publisher	Publish, San Francisco, CA	G. Gable	(415)978-3283
IMI	Circulation Manager	Advanced Sys., San Francisco, CA	E. Chittenden	(415)978-3306
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2546
IFTW	Sales Associate	GamePro, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Coordinator/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

CA Job Hotline (415)978-3100
MA Job Hotline (508)935-4406

OTHER BUSINESS UNITS

The following business units represent profit centers, service divisions and partially-owned operations. The vast majority interact in some form with each other and with business units in the primary functional areas of the company.

ASIA SUPPORT CENTER (ASC)

- **Location:** Boston, Mass. and San Francisco, Calif.
- **Established:** 1993
- **# Employees:** 5
- **Key contact:** Hugo Hsiung, director

(Tel: 617-534-1239/415-286-2791, Fax: 617-236-4276/415-286-2790)

• **Mission:** To foster the development of fast-growing business developments in Asia. Offices have been established in Boston and San Francisco to meet the increasing demand for Asia business know-how in the U.S. and to assist Asia-based IT companies entering other markets, especially, the U.S.

• **Scope of work:** The objectives for ASC are:1) To assist companies entering Asian markets with ASC's expertise in the company's special field of interest; 2) To assist Asian companies interested in entering other markets; 3) To help expand IDG's already established business services in Asia, such as magazine publishing, publication distribution, market research and trade shows.

■ ■ ■ ■ ■

COMPUTERWORLD DATABASE DIVISION (CWDD)

- **Location:** Framingham, Mass.
- **Established:** 1964. Joined Computerworld, Inc. in 1991.
- **# Employees:** 17 full-time and 15 permanent part-time.
- **Key contact:** Rich Mikita, vice president/general manager

(Tel: 508-935-4249, Fax: 508-879-0184)

• **Mission:** To provide *Computerworld* advertisers with direct access to key individuals in the IT buying process in a way, and at a time, that their efforts are most likely to meet with the greatest success.

• **Scope of work:** CWDD's work focuses on leveraging its expertise in database development, custom survey research and tactical lead delivery to benefit *Computerworld* and its advertising clients. CWDD conducts primary research and designs surveys to profile buyers and value-add resellers in the IT marketplace. It maintains internal databases and has the ability to develop customized databases for specific advertisers or IDG business units. Based on buyer and VAR profiles, CWDD can accurately target buyers and provide individual leads and aggregate trend data to clients in a format specific to their needs. A custom survey has a one-to-five-day turnaround, and close to 115 such surveys are completed each year.

CORPORATE SUPPORT CENTER (CSC)

- **Location:** Boston, Mass.
- **#Employees:** 18

•**Overall Mission:** The Corporate Support Center provides market vision, operating support and financial systems to help IDG business units continue to grow rapidly and profitably to achieve IDG's overall goals.

Chairman's Office

• **Key contacts**: Pat McGovern, chairman; Maggie Murphy, executive assistant (Tel: 617-534-1200, Fax: 617-859-8642)

As chairman of the board, Pat McGovern's role is to lead the company's mission, values and culture. The chairman has the charter to assist the business units with the long-term corporate strategy and to act as a missionary searching for new market opportunities that fit IDG's goals. To accomplish this, the chairman travels to each international office, at least annually; travels to all U.S. IDG offices; and attends industry events as a featured speaker and participant. The chairman's support staff ensures that issues raised by business unit presidents are brought to the chairman's attention and responded to expeditiously. In support of the business units, the staff manages the chairman's schedule (i.e., schedules client calls and public speaking engagements and fulfills the administrative needs of the chairman and the IDG Board of Directors.

Corporate Communications

• **Key contacts:** Mary Dolaher, director of communications; Nicole Kassel, marketing coordinator
(Tel: 617-534-1200, Fax: 617-859-8642)

As a branch of the Chairman's Office, the Corporate Communications activities are two-fold. In terms of marketing communications, the staff provides global media placement, press release writing, editing and distribution services. Corporate Communications acts as a liaison with the media to position news on behalf of IDG and its subsidiaries. The staff produces the IDG Corporate Brochure, Corporate Video, Worldwide Market Map, press kits and other collateral materials. In terms of employee communications, Corporate Communications organizes the Chairman's Achiever Program, anniversary celebrations, special recognition dinners and the annual Boston-area employee party.

President's Office

• **Key contacts:** Walter Boyd, president; Marion Kibbee, vice president, corporate services
(Tel: 617-534-1206/617-534-1207, Fax: 617-262-2300)

The President's Office focuses on providing operational expertise, human resources management, thereby working as a network server to all domestic and international business units.

• CONTINUED PAGE 8 •

OTHER BUSINESS UNITS

PRESIDENT'S OFFICE

continued from previous page

The office is the primary IDG operating source and provides support for all worldwide, regional and monthly meetings. It provides start-up and ongoing support to all business unit managers. It schedules the worldwide meeting calendars, operating review boards and serve as a clearinghouse for information services.

- **Financial Planning & Analysis Department**
- **Key contacts:** Bill Murphy, executive vice president/ finance; Susan Petrie, vice president/financial analysis and planning (Tel: 617-534-1218, Fax: 617-262-3636)

The Financial Planning and Analysis Department is responsible for spearheading the strategic planning and annual budget processes. In addition, the group monitors ongoing operational and financial performance of worldwide operations through the analysis of 30/60/90 forecasts and the preparation of regular analytical and comparative reports. The department reviews new business proposals from internal and external sources and provides financial support to the worldwide management team, including the IDG Executive Committee. The group also coordinates the efforts of outside consultants and experts in areas such as production, circulation and rate cards.

▪ ▪ ▪ ▪ ▪

ELECTRONIC MARKETPLACE SYSTEMS (EMS)

- **Location:** San Mateo, Calif.
- **Established:** 1993
- **# Employees:** 14 employees, 10 contractors and consultants.
- **Key contact:** Mark Belinsky, president (Tel: 415-286-6700, Fax: 415-286-6799)

•**Mission:** To provide IS Managers with an on-line system which allows quick and convenient access to product information from IDG publications and from vendors, as well as a communications/transaction system to buy products and services electronically. To provide sellers of IT products and services with an electronic link to their most important customers, so that they can communicate and conduct business on-line.

• **Scope of work:** To date, EMS has worked actively with both buyers and sellers (its two customer groups) to nail down what the specific features for the EMS system - recently named Cybermart - will be and do. In February EMS began the software and system development which will allow for the introduction of a pilot service by December. Between EMS and its system partner, Connect, Inc., there are 30 software engineers working to develop the system. EMS is now recruiting buyers and sellers to test the pilot system and is conducting second stage market research to refine pricing models.

EMERGING TECHNOLOGY APPLICATIONS (ETA)

- **Location:** Framingham, Mass.
- **Established:** 1991
- **# Employees:** 5. ETA also works with several contractors who provide technical services, and has entered into several sales, database and distributor partnerships.
- **Key contact:** Paul Earl, president (Tel: 508-879-0006, Fax: 508-820-4396)

• **Mission/Scope of work:** Emerging Technology Applications is an electronic publishing and database marketing unit that utilizes electronic media (primarily CD-ROM) to help publishers develop, implement, and market ancillary products and services. ETA's experience includes working with controlled circulation data, directories, editorial, research, conference and marketing materials. By integrating multiple data sources, software technologies and computing platforms, ETA facilitates the development of value-based information applications for publishers and their customers.

Some of the applications ETA has developed with IDG partners include IDG's Client/Server CD (with MSD), *Computerworld CD*, *Computerwoche au CD*, IDC ResearchBase, *Network World*'s Desktop Marketing System, various show disks (with IDG World Expo), and promotional diskettes (for SAS and Legent). These efforts increase revenue and profits, expand franchise reach, increase brand recognition, expand customer relationships and assist publishers in becoming information brokers within their markets.

ETA is currently working on an interactive CD called "The Internet for Everybody," a directory of fonts with the International Typeface Corporation, the World of Objects CD, and an international media kit with MSD. Computerworld has also instituted a CD-ROM advertising program that ETA will participate in.

▪ ▪ ▪ ▪ ▪

EXECUTRAIN

- **Headquarters:** Atlanta, Ga.
- **Locations:** 110 sites worldwide, in 35 U.S. states and 12 countries. With the exception of company-owned offices in Atlanta, Birmingham, Ala., and Seattle, Wash., the rest of ExecuTrain's sites are franchise locations.
- **Established:** 1984
- **# Employees:** 1,147 people, 806 of whom are trainers.
- **Key contact:** David Deutsch, president (Tel: 404-396-9200, Fax: 404-698-9180)

•**Mission**: ExecuTrain, the world's leading computer training company, provides instructor-led, hands-on computer training and support to individuals and companies worldwide, specializing in educating business professionals about popular software

OTHER BUSINESS UNITS

packages and new innovations in computer technology.
•Scope of Work: ExecuTrain is an Authorized Trainer for Lotus, Microsoft, WordPerfect, Microrim, Borland International, Enable Software and DataEase. ExecuTrain will train more than 700,000 people in FY94 and attain sales of $100 million.

In 1990, IDG obtained a minority position in ExecuTrain, investing $2.5 million and spurring the company's international expansion.

■ ■ ■ ■ ■

GOVERNMENT INFORMATION TECHNOLOGY GROUP (GITG)

- **Location:** Falls Church, Va.
- **Established:** *Federal Computer Week* in 1986; IDC Government founded in 1977 as IDC Washington.
- **# Employees:** 36 FCW, 32 IDC Government
- **Key contact:** Edith Holmes, president

(Tel: 703-876-5100, Fax: 703-876-5065)

- **Mission:** To serve the government market for information about IT through publishing and research.

- **Scope of Work/*FCW*:** Published 37 times/year for U.S. federal government buyers of computers and communication products and services. Key supplements are *Federal Integrator* and *Government Best Buys.*

- **Scope of Work/IDCG:** Provide a suite of continuous, interactive research and information sources to help government IT managers in federal, state and local agencies develop solutions, and to help IT vendors develop their government business by identifying relevant IT trends and opportunities.

■ ■ ■ ■ ■

IDG LIST SERVICES

- **Location:** Natick, Mass.
- **Established:** 1989
- **# Employees:** 8
- **Key contacts:** Deb Goldstein, president; Pat Sims, marketing manager

(Tel: 508-879-0700, Fax: 508-653-6155)

- **Mission:** To serve the direct marketing community by providing quality lists and information in an efficient and timely manner.

- **Scope of work:** IDG List Services is a full-service list management company responsible for the marketing, sales and operations of 19 IDG lists as well as six outside business-to-business lists. It is also a centralized service that provides list information and negotiations among the IDG business units.

IDG PAPER SERVICES

- **Location:** Framingham, Mass.
- **# Employees:** 2
- **Key contact:** David Sanders, director

(Tel: 508-935-4445, Fax: 508-935-4444)

- **Mission:** IDG Paper Services provides publication grade paper buying services for U.S. publications. The staff also provides paper and contact information for paper puchasing for interested IDG publications worldwide.

- **Scope of work:** Services include grade selection, price estimating, contract negotiation and general industry information. The division provides auditing services to ensure proper billing and inventory control as well as quality control. The staff can research and answer questions regarding all publication grade papers. Several international mills that have sales offices worldwide can provide valuable pricing, quality and information. These mills recognize IDG as a preferred customer and can be an important resource.

■ ■ ■ ■ ■

IDG RESEARCH SERVICES

- **Location:** Natick, Mass.
- **Established:** 1987
- **# Employees:** 20
- **Key contact:** Kathy Dinneen, president

(Tel: 508-820-2525, Fax: 508-6155)

- **Mission:** IDG Research Services provides a wide variety of primary and secondary research services to IDG business units, as well as to select outside clients. It specializes in the management and direction of advertising, publishing, and high-technology-related primary research studies.

- **Scope of work:** Types of studies conducted by the primary research group include editorial tracking and product comparison studies, advertising recall and awareness studies, brand preference and buying intention studies, product and technology studies, corporate image studies, and employee and customer satisfaction studies. IDG Research Services also provides a variety of secondary research to IDG business units, including the development of hi-tech market briefs, computer industry inquiries, syndicated study analysis, competitive publication monitoring, and ad tracking.

■ ■ ■ ■ ■

INTERNATIONAL PUBLISHING SERVICES

- **Location:** Boston, Mass.
- **# Employees:** 23 (including News Service correspondents)
- **Key contact:** David Hill, president

•CONTINUED PAGE 10•

OTHER BUSINESS UNITS

INTERNATIONAL PUBLISHING SERVICES

continued from previous page

(Tel: 617-423-9030, Fax: 617-423-0712)

PR Service

- **Established:** 1990
- **Key contact:** Ted McNulty, sales manager

- **Mission:** To serve as a conduit between IT vendors and IDG editors by providing an effective, timely method of distributing press releases worldwide through electronic means.

- **Scope of work:** Vendors send their press releases to the PR Service, which transmits them to 800 IDG editors around the world. Editors have access to 75-100 releases per week through Business Talk and Lotus Notes and releases are stored on-line for 30 days. A list of headlines is E-mailed daily to close to 100 editors, so that before logging on to the service, they can see if there any articles that interest them. When a release is sent to the PR Service through Business Talk or Lotus Notes, they are released on IDG's international news network within one hour. Faxed releases received in the morning are on-line within four hours and all releases are guaranteed on the network within twelve hours.

News Service

- **Established:** 1984
- **Key contact:** Rob Garretson, editorial director

- **Mission:** To be the world's leading daily source of global IT news, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide.

- **Scope of work:** Each week 250 stories generated by participating IDG publications worldwide and an international network of News Service correspondents (London, Paris, Munich, Taipei, Tokyo, Boston and San Francisco) are transmitted online to business units through the Business Talk system and an expanding network of Lotus Notes sites on four continents. News Service editors edit and transmit copy within hours of its arrival in the Boston newsroom.

Licensing

- **Key contacts:** David Hill, president; Tim Clarke, vice president/licensing and administration

- **Mission:** The highest growth in IT over the past few years, and projected over the next decade, is in smaller markets around the world, especially in Latin America and Asia. Licensing's mission, therefore, is to serve IDG's customers seeking to sell their products in these high-growth markets. IDG licensed publications provide valuable editorial coverage and serve as reliable advertising vehicles for our customers' products.

- **Scope of work:** To manage IDG's existing licensing relationships around the world by supporting licensees in their publishing efforts and encouraging the launch of additional IDG publications by licensees as international markets grow large enough to support them. In markets where IDG titles aren't yet published, to seek licensing relationships for IDG with quality local publishers as those markets become large enough to support one or more of our titles. There are several such markets Licensing is now working on, and as IT continues to enjoy double digit growth in many countries, more and more need and can support IDG publications.The objectives include generating a healthy return for IDG from licensing royalties.

IDG World Update

- **Established:** 1970. Brought under IPS wing in 1990.
- **Key contacts:** Patricia Smith, Penny Winn, Stephanie Noyes

- **Mission:** To report on IDG activities around the world via a weekly newsletter, thereby fostering a sense of corporate identity and facilitating synergies among IDG business units.

■ ■ ■ ■ ■

MARKETING SERVICES DIVISION (MSD)

- **Location:** Boston, Mass., San Francisco, Calif., and Stamford, Conn.
- **Established:** 1991
- **# Employees:** 29
- **Key contacts:** Kelly Conlin, president; Peter Horan, vice president; Mike Rogers, vice president

(Tel: 617-534-1200/415-705-6420/203-351-1080, Fax: 617-536-8408/415-705-6421/ 203-351-1089)

- **Mission:** The Marketing Services Division has two primary roles: 1) To execute a national account program that represents collective IDG solutions to top account marketing challenges, and 2) To generate an awareness of IDG as the industry's leading company - offering vendors unmatched access to purchasers of technology products and services throughout the world - through a corporate marketing program featuring research, events and advertising.

- **Scope of work:** MSD's national account representatives draw on knowledge of the account's market, in-depth understanding of IDG's offerings, and extensive communication with representatives from throughout IDG to provide an integrated package to meet the account's specific marketing objectives.

The MSD marketing program seeks to convince individuals controlling the marketing budgets of target accounts, of the superiority of IDG's family of companies, through vehicles including MSD research studies, events such as IDG's Global Summit for top accounts, collateral material featuring the range of IDG products and services, and advertising.

OTHER BUSINESS UNITS

International Marketing Services (IMS)
- **Location:** Framingham, Mass.; sales office in Sausalito, Calif.
- **Other IMS offices:** Beijing, London, Munich, Paris, Tokyo, Taipei
- **Key contact:** Frank Cutitta, president
(Tel: 508-879-0700, Fax: 508-820-1639)

- **Mission:** IMS acts as a clearinghouse to determine the most cost-effective means — from advertising to trade shows — for vendors wishing to enter new international markets

- **Scope of work:** IMS offers top accounts the opportunity to access multiple markets around the world in one efficient buy. IMS works closely with MSD's national account representatives and brings to its account relationships extensive knowledge of international markets and cultures and of IDG's resources throughout the world. In addition to preparing customized advertising packages, IMS works as a consultant to provide market research, locate distribution opportunities and develop international marketing strategies.

■ ■ ■ ■ ■

RESPONSE TECHNOLOGIES (RT)

•**Location:** New Bedford, Mass. Will relocate to Framingham area in September '94.
•**Established:** 1984. Acquired by Computerworld, Inc., February 1994.
•**# Employees:** 20 full-time and 5 permanent part-time.
•**Key contacts:** Charles Coleman, president; Jaye Tyler, COO
(Tel: 508-997-6206, Fax: 508-992-6936)

•**Mission:** To become the highest quality provider of leading edge inquiry management, lead generation and database management programs.

•**Scope of work:** RT helps companies respond quickly to buyers' requests for product information with technologically superior inquiry-to-sales systems. For example, RT will install and answer the toll-free number provided in a client's advertisement and gather demographic information about the caller for the client database. RT provides automatic fax services and/or sends product information to the caller and also faxes or posts, to various on-line services, the details of the contact to the appropriate salesperson at the client company. For some clients, RT will take product orders, handle credit card authorization and ship products from local inventory.

■ ■ ■ ■ ■

Five of IDG's key service divisions (accounting, tax, legal, IS and the Human Resources Services Division are based at the 5 Speen Street offices in Framingham, Mass.

ACCOUNTING

- **Key contacts**: Ted Bloom, vice president/corporate controller; Keith Arnot, international controller
(Tel: 508-935-4402/(71)-831-9252, Fax: 508-879-4681/(71)-831-8767)

- **Mission**: IDG's accounting department in the U.S. and the international controller's office in London are responsible for establishing and monitoring IDG's accounting policy and procedures.

- **Scope of work**: The IDG Accounting Department, which is managed by three group controllers, is comprised of three staff accountants, eleven bookkeepers and two data entry personnel. This centralized group is responsible for processing financial transactions for IDG domestic operations, and assisting the presidents, publishers and financial managers in business-related decision-making.

The group is responsible for: Processing and payment of all expenses incurred by the individual operating unit. Dealing with questions and problems of vendors and individuals in the operating unit(s). Processing sales invoices, cash receipts and other customer-related transactions. Verification of advertising billings and other revenue sources for accuracy. Ensuring proper inter-company charges between IDG operating units. Creation of monthly financial statements and analysis of balance sheet and profit and loss accounts. Ensure that all transactions are accounted for in accordance with generally accepted accounting principals. Support of outside auditors during year-end audit. Cash management activities to ensure timely collection of funds received and investment of idle cash. Management of corporate travel.

CORPORATE TAX

- **Key contact**: Jayne Enos, vice president, corporate tax
(Tel: 508-935-4436, Fax:508-879-4681)

- **Mission/Scope of work**: The IDG Corporate Tax Department serves all of IDG's operating units, both foreign and domestic. The department is responsible for preparing and filing all federal and state corporate income returns. They also are responsible for preparing and filing each subsidiary's sales tax returns, property tax returns and miscellaneous reports.

The tax department coordinates all activities with outside state and federal tax authorities relative to corporate income tax audits. The department also serves the needs of the operating units by performing requested research relating to specific issues on corporate tax matters and keeping each operating unit informed of new developments as they occur.

• CONTINUED PAGE 12 •

OTHER BUSINESS UNITS

continued from previous page

CORPORATE LEGAL

• **Key contact**: Miriam Karlin, manager/legal affairs
(Tel: 508-935-4686; Fax: 508-879-4681)

• **Mission/Scope of work:** The IDG Legal Department manages IDG's legal affairs and its domestic subsidiaries. More specifically, the manager of legal affairs coordinates with outside counsel involved in litigation, contract negotiation and acquisitions, and closely monitors and controls outside legal fees.

The manager of legal affairs also searches, registers and renews trademarks for IDG and its subsidiaries, and maintains a worldwide trademark database, as well as assures all routine corporate legal compliance.

INFORMATION SERVICES

• **Key contact**: Nancy Newkirk, director
(Tel: 508-935-4562, Fax: 508-879-4681)

• **Mission/Scope of work**: Creating and maintaining systems and software to allow easy and efficient information gathering and sharing between the business units and corporate. This information includes financial information such as billing, receivables, accounts payable and general ledger for the IDG business units and the domestic operations. The system also tracks information about IDG's advertiser base and revenues from advertising. The IS group works closely with the business units to create and maintain the communication links necessary for these systems.

HUMAN RESOURCES SERVICES DIVISION (HRSD)

• **Key contact:** Martha Stephens, vice president/corporate human resources
(Tel: 508-935-4568, Fax: 508-935-4600)

• **Mission/Scope of work:** Through regular on-site visits, HR offers a variety of services and programs to employees in both management and non-management roles. The goals of these services and programs are to enhance the channel of communication between managers and employees, improve productivity and provide valuable sources of information which can be used by the company to enhance the working environment and contribute to the success of IDG Headquarters.

IDG Headquarters annually contracts for human resource services provided by the IDG Human Resources Services Division. HRSD also contracts with other IDG operating units (approximately 18) who also do not have full-time dedicated human resources employees on staff. Like IDG Headquarters, each company is assigned a team of HR professionals, an HR director and an HR representative, to support the operating unit in all areas of human resources-related activities.

Selected Human Resources services include:

Management-Related Services
- Recruiting
- New Manager Orientation
- Employee Relations
- Performance Management
- Compensation
- Benefits Counseling
- Organizational Development
- Training and Employee Development
- Compliance
- Administration

Employee-Related Services
- New Employee Orientation
- Employee Relations
- Performance Management
- Training and Employee Development
- Benefit Counseling

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 29

July 18, 1994

ADVANCED SYSTEMS DELIVERS ITS BIIGGEST ISSUE EVER
PAGE 2

IDG AND IDC ITALY TEAM UP TO ORGANIZE TELECOMNET '94
PAGE 4

IDG WORLD EXPO ACQUIRES SHARE IN CHINA'S LARGEST EXPO COMPANY
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IT Media Launches First Software Magazine in South Africa

IT Media, IDG's licensee in South Africa, introduced its newest publication, *Software World,* at the 1994 Computer Faire in Johannesburg this past May. The first South African publication dedicated to software products and services, *Software World* is the fourth title released by IT Media, which publishes *Computing S.A.*, *Network World S.A.* and *Computer Mail.*

SOFTWARE WORLD
SOFTWARE SHOWDOWN

The publication defines a new niche in the South African market and embraces an editorial policy aimed at making computer users more creative and efficient in the use of their systems. "Dedicated to computer users, be they in the corporate environment or the small office home office (SOHO), or simply enthusiasts, *Software World* is a new concept in SA information technology publishing," said IT Media General Manager **Sue Castelyn.** "The focus is on easy-to-read articles that will empower readers by providing information they can use in their day-to-day business or leisure time," she added.

• CONTINUED PAGE 4 •

Windows World/Tokyo Draws 102,226 Attendees

WORLD EXPO EXECUTIVE VICE PRESIDENT DAVID BRANDIN (LEFT), IDG CHAIRMAN PAT *McGovern*, *World Expo/Japan General Manager* ***Setsurou Tamai*** *and World Expo CEO* ***Ken Kaplan*** *meet at Windows World/Tokyo as thousands wait to enter the exposition.*

Lured by more than 700 new product introductions and a host of special events, 102,226 attendees flocked to the third annual Windows World/Tokyo last month. Attendance was 51% higher than last year, with 223 exhibitors representing an 87% increase.

"**Setsurou Tamai** and the excellent staff of IDG World Expo/Japan produced the single largest dedicated Windows expo anywhere in the world," said World Expo CEO **Ken Kaplan**. "The success of the show demonstrates the vitality of the Windows market and the professionalism and strength of World Expo/Japan."

The three-day show was sponsored by *Windows World Japan,* IDG World Expo/Japan, *The Japan Industrial Journal* and Fuji Television Network.

A new feature of the show, the U.S. Access Pavilion, displayed a number of U.S. software packages that are difficult to find in Japan. While the pavilion was designed to be a bridge to Japanese distributors, the companies found themselves fielding a lot of requests from end users. Elsewhere, visitors tested mainstream applications on 170 PCs set up in the "Hands-on Corner" and voted for the grand prize winner of the Windows

• CONTINUED PAGE 4 •

IN BRIEF

Folio Chronicles *Macworld*'s Digital Advertising Expertise

Folio:

SIZE YOUR MAGAZINE TO STAND OUT

MAKE THE VIRTUAL OFFICE A SUCCESS

REGIONAL TITLES GET RESOURCEFUL

THE MAGAZINE FOR MAGAZINE MANAGEMENT

DIGITAL ADS: *MACWORLD* MAKES IT HAPPEN

By digitally processing classified ads, says *Macworld* manufacturing chief Anne Foley (*left*), the IDG title is more efficient and can better serve its advertisers. 60

BUMPER CROP OF FOOD TITLES

The number of magazines covering specialty foods has swelled to gargantuan proportions. Are they just a fad, or part of a longer-lasting trend? 44

CARDINAL BUSINESS MEDIA'S RAPID RISE

CEO Bob Bauscher (*above left*), CFO Tom Breslin and COO James Povec have built their company into a major publisher. Folio analyzes the record so far. 46

Macworld's year-long foray into digital advertising landed the publication on the June 15 cover of *Folio*, the magazine for magazine management. Vice President and Director of Manufacturing **Anne Foley** and her production team were featured in a four-page profile that described how receiving classifield advertising on disk rather than on film has saved money and cut the 20- to 30-page section's layout time from three days to 30 minutes.

According to Foley, *Macworld* is further along in the digital advertising process than most publications, in part because many of its advertisers are digital pioneers who are comfortable with the technology. In addition to the classified advertising section, *Macworld*'s mail-order section is 80% digital, and the staff will soon begin experimenting with the display ads.

Desktop Publishing Coordinator **Clay Haberman** is working on improving the process by creating an electronic bulletin board system that can receive advertisers' jobs, thus saving them rush delivery charges.

In the article, Foley noted that as advertisers become familar with the digital process, new marketing partnerships could arise, from CD-ROM products to on-line services and more. "It's a much more competitive buy if we can offer them more than just one medium," she said.

Any IDG employees interested in reprints of the *Folio* article can contact Anne Foley at telephone: 415-978-3316 or fax :415-442-0139.

Swedish Paper Lists IDG's Growth

IDG Sweden found itself in prestigious company recently when Sweden's second largest newspaper listed the country's firms that enjoyed exceptional growth from 1985 to 1993. With an average annual compounded growth rate of 31%, IDG Sweden ranked 24th in the list of 44 companies It was the only publishing company on the list and, along with Oracle, one of two firms owned by foreign companies.

During this time, IDG Sweden emerged as the IT market leader on all fronts: publishing, expositions and books. According to General Manager **Bengt Marnfeldt**, the list was made public at the right time, as IDG Sweden prepares to further shape its image as a successful company.

Telecom Romania Debuts

In an effort to fill a void in the IT market, IDG Romania launched *Telecom Romania* last month. With over 60 telecommunications companies in Romania, largely in Bucharest, IDG's market research discovered a pressing need for a publication targeting telecommunications professionals.

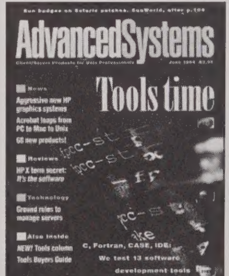
Telecom Romania, which joins *Computerworld* and *PC World Romania* in IDG Romania's publication lineup, is a tabloid magazine which will be published bi-monthly with a circulation of 20,000. The magazine will focus on issues relevant to the telecommunications industry including networks, Internet, ISDN, buyers guides, satellite communications, mobile telephones, voice recognition and legislation.

According to General Manager **Mihaela Gorodcov**, the initial response to the publication has been very favorable, and the gathering to celebrate the launch of the magazine drew close to 250 prominent industry executives.

Advanced Systems Delivers Biggest Issue Ever

The June issue of *Advanced Systems* was the publication's largest issue to date — 172 pages, including the SunWorld Expo supplement. The record-breaking issue represents a milestone for the *Advanced Systems* team, proving the successful transition of the book from its former title of *SunWorld*.

"In going from *SunWorld* to *Advanced Systems* [last February], we lost very few advertisers, gained 16% in net page yields year-to-date and now command a 20% share in the Unix marketplace," said Publisher **Stan Vanocur**. The health of the book reflects the fact that as the importance of recognizing the Unix professional's role in the enterprise grows, so will *Advanced Systems*, Vanocur added.



AdvancedSystems

June 1994

Tools time

News

Aggressive new HP graphics systems

Acrobat leaps from PC to Mac to Unix

68 new products!

Reviews

HP X term secret: It's the software

Technology

Ground rules to manage servers

Also Inside

NEW! Tools column

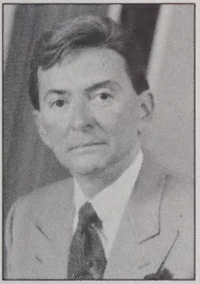
Tools Buyers Guide

C, Fortran, CASE, IDE: We test 13 software development tools

One of the key factors in the success of *Advanced Systems* is the Advanced Systems Test Center (ASTC). With a staff of five, the ASTC evaluates Unix and RISC-based hardware and software products each month. At SunWorld Expo in San Francisco last month, the test center was recreated on the show floor and ASTC staff conducted their product evaluations on-site.

More than 30 products were highlighted in the lab while attendees enjoyed demonstrations from both the ASTC staff and the many vendors that jointly participated in the ASTC set-up.

ON LINE



WALTER BOYD

IDG's president is this week's columnist.

Q IDC has a regionalized structure in Europe, and I think in Asia, through which each country manager reports to one person in the region. Why is this approach used for IDC and not IDG?

A Within the IDC operations outside of the U.S. there is a very different infrastructure from that in use by the publication group. In the case of European operations for IDC, each country not only sells local products to local clients but is also responsible for a particular area of expertise such as communications, mainframes, PCs, etc. and each of these expertise centers supply European-wide information to all of the other IDC operations within the area.

Having this kind of shared research base really does require the additional level of administration and direction that is in place. The Asian situation is slightly different but fits the same mold for purposes of consistency in reporting. Years ago the publication group had a similar arrangement with area vice presidents but this was done away with as the group moved to greater decentralization.

Are there any thoughts of organizing functional meetings in Europe or other non-U.S. regions along the lines of the functional meetings in the U.S.?

While we have not made any formal decisions on such functional meetings to be held outside the U.S. I am sure that they will begin in the not too distant future. In the meantime, however, it should be noted that the Global Product Support Centers for *PC World*, *Macworld* and *Computerworld/InfoWorld* publications regularly hold meetings in various parts of the world that serve very much the same purpose as the function meetings here in the U.S. There have also been "specialized" meetings held throughout Europe over the years that were similar in content to the function meetings of today.

I don't think there are any IDG U.S. publications that focus on a specific application area, like CAD/CAM. Is there any set policy against these kinds of publications? Have we ever tried one?

I believe that the only reason we don't have such specific application books such as CAD/CAM is that no one in the U.S. operating companies has come forth with a plan for same. This would indicate to me that there doesn't seem to be a large enough or lucrative enough market for such a publication. Do keep in mind, however, that we have had several product specific publications over the years such as *Amiga World*, *RUN*, *A+*, etc. Certainly if anyone has a plan for such a publication we would be very pleased to review it.

Do you think that awarding publishing licenses to two (or more) different companies in the same country creates confusion in the market?

No, I don't really see any reason for confusion within the market. The publishing company is really quite unimportant — it is the actual product that counts and it is almost always the publication name that is known by both readers and advertisers.

The important thing is to have the "right" publisher; the one with the best possible resources and background in a particular market segment or niche.

What are you doing on your summer vacation?

For one thing, no travel! I'll be spending whatever time I can right at home catching up on gardening, reading, my piano and a number of projects that I've been putting off for at least several years (and probably won't get done this time around either).

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

IDC/IDG Organize Italy's First Telecom and Networking Show

Enthusiastic sponsors contribute to event's success

IDG Italy and IDC Italy teamed up last month to manage the country's first telecommunications and networking expo and conference. TeleComNet '94 was positioned to offer high-level managers and telecom experts an opportunity to learn about new technologies and strategies arising from the interaction of telecommunication and networking.

Final figures for the four-day event totaled 3,150 attendees, including 105 speakers; 24 conferences and seminars and 62 exhibitors. "The return on image and profitability for IDG/IDC was very successful," said IDG Italy Managing Director **Brunello Bossi**.

BRUNELLO BOSSI (R) PRESENTS ITEL'S *Lorenzo Cristiano with an award for outstanding advertising as voted by PC World Italia readers.*

To underwrite the costs and add prestige to the event, IDG and IDC offered sponsorships to major vendors, an arrangement never before tried in Italy for both a full exposition and conference.

In exchange for financial contributions, the 16 sponsors had their logos included on all promotional materials and prepared special presentations during the conference. Sponsors also received a discount on IDC Italy's European research on the information and communications technologies market.

On the IDG sales side, a total of 11 sponsors and other companies took advantage of the opportunity to organize seminars detailing their companies' strategies. IDG Italy sold exhibitors booth space and advertising in an in-depth communication package published in special editions of *Computerworld Italia* and *Networking Italia.*

During the event, IDC Italy organized 11 sessions for a portion of the conference on building enterprise networks. IDG arranged two sessions, "TV, Telephones and Computers," and "ISDN: How It Works," and two booths with demonstrations on wide-area networks and workflow management.

TeleComNet '94 rounded out a busy three-month period during which IDG Italy hosted Macworld Expo and Windows World Expo.

SOUTH AFRICA

continued from page 1

While the official launch date was June 1994, 30,000 copies of *Software World* were given away at the Computer Faire. The circulation of the monthly publication will stand at 30,000 for the first three months, while efforts are underway to build direct sales and subscription orders. The magazine will bring to its readers information on software in the form of reviews, features and industry news, as well as new product and special reports. While the focus is software, a regular section dedicated to new hardware products and industry news will also be carried in the publication.

Castelyn believes that tapping into IDG's expansive resources and mixing articles on local industry news from South Africa's foremost computer journalists, "will make *Software World* one of the most influential and powerful IT publications on the African continent."

IT Media Sponsors First Conference

TAKING A BREAK AT THE POWERSHIFT *Conference are (From left) Alvin Toffler, Sue Castelyn, Stewart Alsop and Computing S. A. Editor Kathy Gibson.*

Alvin Toffler, world renowned futurist and author of *Future Shock,* presented the keynote speech for IT Media's first IT conference held June 7-8 in Johannesburg.

The conference, attended by 200 delegates, focused on IT in the new South Africa. Toffler was joined by a number of guest presenters including *InfoWorld* Editor-in-Chief **Stewart Alsop**, who delivered a paper on the "Rising Stars in the IT Industry." Alsop's speech was rated by delegates second only to Toffler's.

> *"This was a great opportunity for IT Media to promote its publications."*
>
> - Sue Castelyn

The conference, which attendees said was one of the best ever produced in South Africa, was described by General Manager **Sue Castelyn** as "a great opportunity for IT Media to promote the publications to its reader base."

The media coverage that IT Media received was "fantastic," Castelyn added. "Mr Toffler was on national television twice and a radio talk show, in addition to the coverage we received in all the national newspapers."

IDG Acquires Share in China's Largest Computer Expo Company

China Great Wall World Expo. Corp. currently produces shows in Beijing, Shenzhen and Sichuan

ASIA SUPPORT CENTER DIRECTOR ***Hugo Hsiung*** *(left), IDG Chairman* ***Pat McGovern, Ken Kaplan*** *and* ***Mr. Ma*** *of China Great Wall celebrate the IDG/Great Wall affiliation.*

IDG World Expo recently acquired majority ownership of China Great Wall Electronics Exhibition Corp., the largest computer exposition company in China. "China will be the world's largest market for computer, communication and electronic products within the next two decades," said **Ken Kaplan**, president and CEO of IDG World Expo. "I'm pleased that World Expo will be able to offer to the world's hi-tech industry a major showcase for their products and services."

The company, which has been renamed China Great Wall World Expo Corp. as a result of the acquisition, produces a number of major events including the China International Computer Expo/Beijing, held each May, and the China International Computer Expo/Shenzhen, held in October. Together the shows boast 230,000 attendees and 2,500 exhibition booths. The company also produces an annual laptop computer expo in Shenzhen and an electronics expo in Sichuan.

The acquisition will extend World Expo's work in China, which currently includes the execution of 10 shows in a variety of locations including Shenzhen and Shanghai.

ADDRESS BOOK ADDITIONS

China Great Wall World Expo Corp.
D37, Xue Yuan Road, Haidian District
Beijing 100083
People's Republic of China
Tel: +86-1-201-3363
Fax: +86-1-201-3361

Edi Purwono, Chief Editor
KompuTek (Computerworld)
PT Jawa Media Komputama
Jalan Kayun No. 24
Surabaya 60271
Indonesia
Tel: +62-031-526041
Fax: +62-031-519806

Executive Forum Focuses on Asia/Pacific Trends

The first Senior Executive Forum for Asia/Pacific Rim publishing and business unit heads, held last month in New Zealand, had two primary goals: to strengthen participants' understanding of the rapidly changing global business environment in Asia Pacific; and to enhance the capacity of IDG executives to provide optimal value to their customers by implementing competitive advantage, strategic leadership and organizational capabilities.

Dr. Douglas Ready, president of the Center for Executive Learning in Lexington, Mass., led a discussion and exercise on IDG's leadership challenges in the Asia/Pacific Rim. Dr. Edward K. Y. Chen, director of the Centre for Asian Studies at the University of Hong Kong, touched on the changing economic landscape of the region. Dr. Geoffrey Lewis, management professor, University of Adelaide, focused on strategic management concepts, sustaining strategic capabilities and managing strategic change.

Marketplace Changes

"At times we get so involved in the day-to-day operations of our own business units that we do not make enough time for seeking new business opportunities and being alert to changes in our own markets," said **Melvyn Bennett**, managing director IDG Hong Kong.

The two-day event, which is the first such forum offered outside the U.S., was coordinated by Vice President/Corporate Human Resources **Martha Stephens** and Executive Assistant **Matt Somers**. Stephens described the forum as "an opportunity for very busy executives to exchange new ideas, gather information on emerging markets and discuss implications of business strategy with their colleagues in the region." While these sessions will not occur regularly in the same location, Stephens has plans for Latin American and European senior executive forums within the next year.

People & Computers Introduces *Multimedia* to Israeli Market

Bi-monthly publication has combined subscription and newsstand circulation of 7,000

People & Computers, IDG's Israeli licensee, became the latest publishing unit to jump aboard the multimedia bandwagon with its June introduction of *Multimedia*, a bi-monthly targeted at the country's growing ranks of multimedia users, enthusiasts and developers.

The first publication of its kind in Israel, *Multimedia* has already attracted a great deal of national attention with write-ups in the local press and numerous requests for subscriptions prior to publication of the first issue.

Multimedia will contain news from both local and international markets as well as feature articles on related issues, trends and directions. It has an initial combined subscription and newsstand circulation of 7,000 and is also available in local bookstores and computer retailers.

The first issue, which weighed in with 14.5 advertising pages in a 58-page folio, examined a variety of issues including what to know before buying CD-ROM drives and animation packages.

> *"[Multimedia] is rapidly becoming a direct threat to conventional mass media, and most particularly to print media."*
>
> **- Uri Aloni**

WANDA REFAELY

EDITOR URI ALONI DISPLAYS A COPY *of Multimedia's inaugural issue.*

According to People & Computers Advertising Manager **Fenia Keter**, the advertising staff "really sweat bullets to get advertisers to participate in the premier issue of this new venture." However, "the advertisers have expressed satisfaction with the response from the first issue, and needless to say, the staff is finding the ad sell much easier the second time around." The company plans to take the publication monthly in September.

The multimedia revolution has arrived in Israel and is slowly but surely entering every realm of life — from education to entertainment, private enterprise to public information.

"The interactive multimedia era is upon us," noted **Uri Aloni**, *Multimedia* editor. "The more people know now, when we are still at the tip of the iceberg, the easier it will be to cope with the more drastic implementations of multimedia we can expect later on in our lives."

Multimedia is the most complete exploitation of the computer possible, encompassing text, pictures, video and sound, Aloni noted.

"It is rapidly becoming a direct threat to conventional mass media, and most particularly to print media," he said. "The ever-expanding capabilities of portable technology will make printed catalogs and advertising material obsolete in the relatively near future. The new age of advertising, for example, will be composed of sales representatives giving mini-multimedia presentations instead of the conventional story board, sketch and paper samples currently in use."

CALENDAR

OBJECT WORLD/SAN FRANCISCO
July 27-29
San Francisco, Calif.

MACWORLD EXPO/BOSTON
August 2-5
Boston, Mass.

CHINA COMPUTERWORLD
August 9-13
Beijing, China

AUTOCAD
August 30-Sept. 1
Oslo, Norway

STUDENT COMPUTING
September 7-9
Oslo, Norway

MAXI DATA EXPO
September 9-11
Stockholm, Sweden

OBJECT WORLD/SYDNEY
September 13-16
Sydney, Australia

MGMT. PUBLISHING INSTITUTE
September 19-21
Stonehedge Inn
Tyngsborough, Mass.

MACWORLD EXPO/MEXICO CITY
September 20-22
Mexico City, Mexico

INFORMATION SUPERHIGHWAY SUMMIT
September 26-28
San Jose, Calif.

OBJECT WORLD/FRANKFURT
September 27-29
Frankfurt, Germany

MACWORLD EXPO/FRANKFURT
MULTI MEDIA WORLD/FRANKFURT
September 29-October 1
Frankfurt, Germany

MEDIA WORLD EXPO
September 30-October 2
Tokyo, Japan

IDG Job Opportunities Update

Monday July 18, 1994

The *Job Opportunity Listing* will be published weekly in the **IDG World Update** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

TEST / REVIEWS EDITOR (NW)

The ideal candidate should be able to manage multiple projects concurrently and work well with contributors. The test/reviews editor will be in charge of forging testing relationships with third parties, as well as creating the vision for and implementing an in-house lab environment. Writing/editing experience is required. A diverse knowledge of the networking industry is preferred.

CLIENT SERVICES ASSOCIATE, IRS (IDC)

The successful candidate will be responsible for meeting client requests for information as well as providing information appropriate to the clients specific interests. This position will require project intensive work and contact with IDC industry analysts covering 36 separate hi-tech segments. Individual will provide administrative duties as required. Strong industry knowledge, oral/written communication skills and research skills required. Macintosh experience preferred. IDC's Investment Research Services program targets the financial community.

LOTUS NOTES SPECIALIST (IW)

This position is responsible for the overall management of the Lotus Notes Network. Duties will include: installation & maintenance of Notes related hardware & software, including both servers & workstations; hands-on training & support of Lotus Notes users; and development & maintenance of Lotus Notes applications, including working closely with outside developers when necessary. Qualifications include a minimum of three years experience in the following: CC:Mail administration with comprehensive gateway support experience; supporting Lotus Notes including version 3; supporting DOS, Windows, Mac and OS/2 and CC:Mail/Notes integration including Lotus Mail Exchange.

EDITORIAL ASSISTANTS - 2 Positions (IDG/B)

Responsibilities in this position will include administrative support and general editorial assistance to a team of editors. Individual should have strong organizational and project management skills. Familiarity with PC's and word processing is necessary. Mac and database experience a plus.

PART-TIME DIRECT SALES REPRESENTATIVE (IDG/B)

Candidate should have successful experience in business to business telephone sales including outbound cold calls. Individual will provide sales support as needed. Candidate should demonstrate telephone selling skills including cold calling, qualifying prospects and the ability to close.

PART-TIME MERCHANDISERS - 5 Positions (IDG/B)

Merchandisers are needed in the Bay Area, East Bay and Peninsula, to assist account managers with account calls, customer service, stocking, store displays, and special promotions when needed. Strong computer background plus Macintosh experience required. Excellent communication skills are necessary. Reliable transportation needed for local travel. (15-20 hours per week)

INTERNATIONAL SALES ACCOUNT EXECUTIVE (IDG/B)

This position requires an experienced sales professional capable of expanding IDG Book export sales and marketing activities in designated export territories. Proven ability to manage high growth distributor based accounts is necessary. Knowledge of international marketing and export sales essential. Individual must have a thorough understanding of IS market trends. Prior experience in book channels desired.

IDG Job Opportunities Update

Monday July 18, 1994

PROJECT MARKETING MANAGER (PCW)

The individual in this position will be responsible for creating and selling customer research projects, developing and presenting client-specific research and marketing studies, and assisting in the execution of custom publishing projects and solutions for key accounts and business category advertisers. Candidate should have a solid understanding of paid magazine fundamentals, knowledge of the high technology marketplace and key research resources and proficiency with data analysis for syndicated research studies. Excellent communication skills required.

EDITOR-IN-CHIEF (PCW / LOTUS IDG NEWSLETTERS)

The ideal candidate will build and lead a team of technical writers, editors, and production artists that will eventually publish 20-30 monthly newsletters for users of application software, operating systems, and development tools. Experience working in a fast-paced startup environment a plus. Individual must be familiar with Smartsuite and C++.

PRODUCTION MANAGER (PCW / LOTUS IDG NEWSLETTERS)

The individual in this position will lay out newsletters, hire, train, and manage production artists. Responsibilities will also include managing relationships with freelancers and vendors. A minimum of 3-5 years layout/production management experience is required. Knowledge of Macintosh-based desktop publishing technology, graphic arts, and the printing process is essential.

COPY EDITOR (PCW)

The responsibilities in this position include copy editing, proofreading, copy fitting, extensive work with tables, and tracking articles through production. Individual will assist in determining house style and work with editors and designers to ensure clarity and accuracy. A minimum of 2 years experience is required. Knowledge of the Chicago Manual of Style is essential. Word-processing on the Mac preferred.

SALES ASSOCIATE (MULTIMEDIA WORLD)

Ideal candidate will support the Southwest Advertising Manager in all facets of advertising sales and customer service, as well as facilitating advertising production. Responsibilities will include selling display advertising for the Marketplace section, and as assigned via the telephone. Excellent administrative skills are necessary. Knowledge of Word and Excel on the PC is essential. Telemarketing experience a plus.

CHIEF FINANCIAL OFFICER (PCW)

This position is responsible for overseeing the financial operations of PC World Communications, Inc. Candidate should have a minimum of 8 years of progressive experience in magazine industry finance, along with extensive experience in budgeting, forecasting, planning and financial control systems. BS in Accounting required. Managerial, organizational, and communications skills are necessary.

GROUP PUBLISHER - MULTIMEDIA GROUP (PCW)

The Group Publisher will be responsible for directing operations, recruiting and developing staff, establishing and building relationships with clients, determining strategy and proposing investments. Candidate should have significant multidisiplinary publishing operations and management experience. Wide range of contacts in the multimedia industry helpful.

CUSTOMER SERVICE SPECIALIST (PCW)

The individual in this position will be responsible for customer service support to PCWorld subscribers by answering phone and written inquiries. Candidate will provide administrative support to the Circulation Department. Strong business writing skills required. IBM/PC experience with a minimum of one years clerical experience necessary. Knowledge of Word for Windows preferred.

EDITOR-IN-CHIEF / ELECTRONIC ENTERTAINMENT (IFTW)

The ideal candidate will be a dynamic, experienced editorial professional with at least 7 years editorial experience and a proven track record in publishing management. Additional qualifications include a broad background in technology and well-established contacts in the inter-active electronics industry.

IDG Job Opportunities Update

July 18, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Manager, Financial Planning & Analysis	Boston, MA	S. Perry	(508)820-8160
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	Notes Development Manager	TBA	S. Perry	(508)820-8160
IDG	Human Resources Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Analyst	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	National Acct. Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0309
NW	Test / Reviews Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Client Services Associate	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Asst. / Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VAR Database Account Exec.	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	National Account Executive	Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer Analyst	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Lotus Notes Specialist	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Sales Respresentative	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	P/T Merchandisers (5)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	P/T Direct Sales Representative	San Mateo, CA	M. Collins	(415)312-0647

IDG Job Opportunities Update

July 18, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Editorial Assistants (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Assistant / Merchandiser (2)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Administrative Assistant / US Sales	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Customer Service Specialist	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Group Publisher	Multimedia Group, San Francisco, CA	R. Marino	(415)978-3383
PCW	Chief Financial Officer	San Francisco, CA	P. Kenealy	(415)978-3101
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW/Lotus	Editor-In-Chief	Boston, MA	K. Fantoni	(508)935-4531
PCW	Project Marketing Mgr./Key Accounts	San Francisco, CA	H. Martin Maier	(415)978-3302
PCW/Lotus	Assistant to the Publisher	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Design Associate	Multimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Assistant Production Manager	Multimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Multimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
IMI	Assistant to the Publisher	Publish, San Francisco, CA	G. Gable	(415)978-3283
IMI	Circulation Manager	Advanced Sys., San Francisco, CA	E. Chittenden	(415)978-3306
IFTW	Editor-In-Chief	Electronic, Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Sales Associate	GamePro, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Coordinator/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

IS Managers Share Strategies on Notes, On-Line Projects

The Information Systems Committee met May 16-18 in Napa, Calif., to discuss IS issues and strategies for the coming year. The meeting, hosted by **Wally Clegg**, IS director for PC World Central Services, included discussions of the installation of Lotus Notes to distribute news and data among international and domestic business units, Internet access, and other on-line projects.

Nancy Newkirk, director of Information Services for IDG, discusssed potential VAX and General Ledger upgrades for IDG Corporate in Framingham. **Jeff Pennett**, vice president, network and production services for *Network World*, brought the group up-to-date on the *Network World* BBS and discussed the profit potential in electronic publishing. **Mark Houts**, IS manager for *InfoWorld*, outlined the publication's Internet strategy and demonstrated how ISDN could result in more efficient communications with their printer.

Chip Carman, technical manager for *Macworld*'s Global Product Support Center, discussed methods for distributing CD-ROM disks to IDG international business units in an effort to share text and graphics from the various publications. **Jeff DeBalko**, vice president, information systems for *InfoWorld*, shared the latest developments in the company's Lotus Notes applications. In addition, there were guest speakers from Sprint Communications and from G.E. Information Services.

Jim Gregory, vice president of technology for Electronic Marketplace Systems, described how the business units providing data to EMS' system would be able to upload that data, and he outlined the system development progress. **Kevin Burns**, operations manager for IDG, led a discussion of VAX connectivity, a highlight of every ISC meeting. As guest speakers, **Eirik Gulbrandsen** of IDG Norway and **Rob Garretson**, editorial director for the IDG News Service, talked about using Lotus Notes to distribute news and other data to IDG offices around the world.

Thanks to Wally Clegg for contributing this report.

IDG'S IS MANAGERS LINE UP FOR A GROUP PHOTO. FRONT ROW (FROM LEFT:) GREG *Monahan, Sal Conigliaro, Rick Valdez. BACK ROW (from left:) Jim Gregory, Jeff Pennett, Mike Mutrie, Randy Condon, Mike Levi, Mike DiPalma, Kevin Burns, Mark Houts, Nancy Newkirk, Jeff DeBalko, Wally Clegg, Chip Carman, Mel Edmonds.*

World Update Editors Welcome Visitor from IDG Argentina

LIZ HECHT

SABRINA VALCARCEL OF COMPUTERWORLD ARGENTINA'S PUBLICITY *department stopped by to visit the IDG World Update staff in Boston last month during her first visit to the U.S. Sabrina may be the only IDG employee who claims to have bound editions of World Update in her home library! BACK ROW from (left): Sabrina Valcarcel,* ***Stephanie Noyes*** *and* ***Patricia Smith****. FRONT ROW:* ***Penny Winn***

An Update From Thomas Cook Travel

Discount opportunities abound for IDG travelers

***Lyndsey Pomella**, manager of Thomas Cook Travel , writes this monthly column to share travel tips and benefits with IDG employees. If you have questions or suggestions for future columns, please contact Thomas Cook at telephone 508-935-4432 (East Coast) or 415-267-1740 (West Coast).*

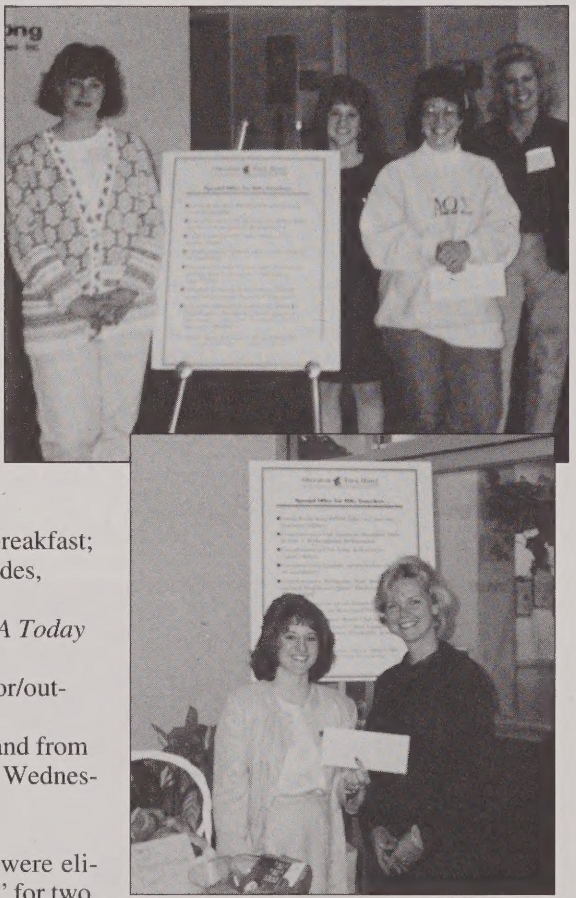
Thomas Cook and Sheraton Tara Framingham Host Breakfast Seminars

Last May, Thomas Cook Travel and the Sheraton Tara Framingham sponsored continental breakfasts and travel seminars for IDG employees at Computerworld, Inc. and IDC/IDG headquarters at 5 Speen Street.

The seminars introduced a promotion to inform local travelers of IDG's preferred rates at the Framingham Tara. Thomas Cook Travel has negotiated a rate of $95.00/night (single or double occupancy) featuring the following amenities:

- Complimentary American breakfast;
- Complimentary room upgrades, based on availability;
- Complimentary copy of *USA Today* delivered to guests' rooms;
- Complimentary use of indoor/outdoor pools;
- Complimentary shuttles to and from Boston's Faneuil Hall every Wednesday evening.

Attendees of each breakfast were eligible to win a "Merry Weekend" for two, which included a two-night stay at the Sheraton Framingham Tara. The lucky winners were **Lisa McGrath** from Computer-world, Inc. and **Natalye Atler** from IDC.



(TOP, FROM LEFT:) ***Joanne Boyd**, Thomas Cook; Susan Blanch, Sherton Framingham; **Natalye Atler**, IDC; and **Rachel Tognazzi**, Thomas Cook.*

(ABOVE, LEFT) *Susan Blanch and Lisa McGrath, Computerworld*

Note: ***The benefits discussed in this column are available largely to U.S. employees, but Thomas Cook Travel can negotiate airline rates for U.S.-based employees travelling abroad.***

IDG EMPLOYEES ELIGIBLE FOR SPECIAL CORPORATE RATE AT LANDMARK HOTEL IN SAN FRANCISCO

Thomas Cook Travel recently negotiated a rate of $130.00/night (single or double occupancy) for IDG employees at the Westin St. Francis.

The St. Francis is conveniently located in the heart of Union Square in downtown San Francisco, in close proximity to the Financial District and Chinatown, with a cable car stop in front of the hotel.

There are 120 guest rooms in this four diamond hotel, as well as five outstanding restaurants. Included in IDG's special rate are the following amenities:

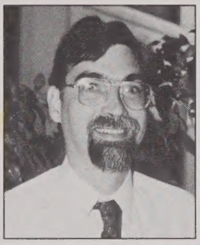
- **Complimentary deluxe continental breakfast;**
- **Complimentary room upgrades, based on availability;**
- **Complimentary taxi cab voucher for use within the downtown area;**
- **Complimentary use of hotel fitness center;**
- **No access charge for toll-free and credit card calls;**
- **Check cashing privileges up to $250.**

This is just one of the many hotels Thomas Cook is working with to obtain negotiated rates for IDG employees. If there is a hotel that you frequent on business, please contact the travel office and let us know. The Thomas Cook staff welcomes all input and suggestions.

NOTEWORTHY

NEW EMPLOYEES

PC World rolls out the red carpet for two new employees. Before joining *PC World* as a copy editor, **Stephen Compton** was an editor and writer for the Public Information Department at the Lawrence Berkeley Lab and has been a freelancer for the past three years. A graduate of the University of California at Berkeley with a BA in English, Stephen is active in two organizations for the hearing impaired and is a staff writer for *Hearing Health* .


JULIE DUNN

COMPTON

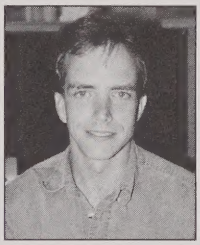
As the PC World Test Center Coordinator, **Mike Salayko** will be responsible for tracking incoming and outgoing inventory. Mike is currently working towards a degree in computer science from San Francisco State University.

The Marketing Services Division has hired **Patrick Jones** as a graphics specialist. Prior to joining IDG, Patrick was marketing manager for Cornish & Carey Commercial Real Estate where he developed the marketing services department to support over 100 agents. At MSD, he will create slide presentations for IDG sales staff. Patrick attended North Texas State University and frequently delves into golf, basketball, softball and sports art collecting.

Susan Klawiter has signed on as a circulation assistant for *Publish*. Susan graduated from the University of Wisconsin, Madison, where she received a BA in history with concentrations in French area studies and history of culture. She is a member of the San Francisco City Choir, enjoys modern dance, French pastry baking and knitting, and is active in the pursuit of animal rights.

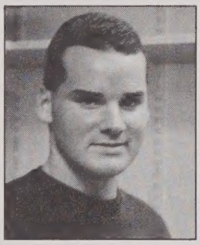
Creative Services Manager **Anne Saunders** will oversee promotions, sales presentations and special advertising supplements for *Federal Computer Week*. Anne attended the University of Maryland where she received a BS in advertising design and subsequently worked as a graphic designer for *USA Today*. Her out-of-office interests include jewelry design and photography.

Network World welcomes three staff members. **Michael Csenger** was lured away from his beat at *CommWeek* to be a senior writer with the Enterprise Internets team covering T-1 mux/ATM switch vendors. Michael, who will be working out of New Jersey, majored in English at Hampshire College and enjoys playing in boats.


WORLD UPDATE

CSENGER

Owen Russell is a part-time mailroom receiver/shipper assisting with mail sorting and delivery, package logging and inter-company deliveries. Owen, who is also working part-time in a Milford department store, is studying graphic design at Framingham State College. He enjoys sports, movies and cook-outs with friends.


WORLD UPDATE

RUSSELL

Also working part-time as a mailroom assistant is **Wayne Lamarre**. Wayne graduated from Central Connecticut State University with a BS in sports medicine and teaches sports medicine at Beaver Country Day School part-time.

WORLD UPDATE

CHARLES

Previously a temporary employee, **Norma Charles** is executive assistant and office manager for the IDG Corporate Tax Department. Norma worked as an office manager for Astra Clinical Research before coming to IDG. She has a business certificate and is an active member of several non-profit organizations. She also coordinates Sunday night Bingo at her daughter's school and is a member of the parent's organization for her daughter's precision skating team.

Having worked as an intern for IDG Research Services since January 1993, **Alexandra DiIeso** has been hired as an administrative assistant for the *Macworld* regional sales department in Natick, Mass. Alexandra graduated from Babson College with a BS in marketing and international business studies and dabbles in dance and tennis.

WORLD UPDATE

DIIESO

TRANSFERS

Previously sales associate for *Macworld*, **Luanne Neuman** is a sales assistant for *PC World*, supporting the Eastern/Midwest regional manager and account rep in the Natick, Mass., sales office.

Still a member of IDG's New Jersey sales office, **Catherine Langhaar** is now a sales associate for Infotainment World supporting account managers for *GamePro* and *Electronic Entertainment* magazines. She previously held a similar position for *Macworld*'s Mid-Atlantic and Southeast regions.

ETCETERA

Andreas Dunse, user support editor and network specialist and **Ulrike Pape**, manager, editorial services department, both of IDG Germany, were married on May 26 in Dachau. Andreas, who has been with IDG for nine years, and Ulrike, who joined IDG in 1988, spent their honeymoon on Costa Smeralda, Isle of Sardinia, Italy.

Charlotte Trim and **Christian Legall** of IDG France competed in the June 12 D-Day Marathon, which took them through countryside around Normandy. The race began along the coastal route parallel to the D-Day landing beaches and then headed inland towards Caen. Christian and Charlotte completed the marathon in 3 hours 58 minutes and 4 hours and 18 minutes respectively.

CELEBRATING 10

Lee Doyle

HOME: Newton, Mass.

PROFESSION: Director, Local Area Network Service (IDC)

HIRED: January 15, 1984 as the PC and office systems analyst for IDC's User Services

JOINED IDG BECAUSE: It offered me a job requiring my analytical and writing skills.

MOST CHALLENGING PART OF YOUR JOB: Balancing the requirements of research, inquiry, renewals, management and new business development all in the same week.

BEST PART OF YOUR JOB: The evolution of LAN technology creates a continuous challenge to maintain high-quality services.

DID YOU THINK YOU'D BE WITH IDG FOR 10 YEARS? It was my first job; I had no idea!

BEST PART OF BEING AT IDG: The decentralized structure gives employees the opportunity to exhibit their talents.

OUTSIDE INTERESTS: Skiing, hiking, ultimate frisbee, mountain biking, travel.

DREAM DESTINATION: Trekking in Nepal.

IDG CHAIRMAN PAT MCGOVERN RECENTLY TREATED LEE *Doyle (left) to dinner at the Ritz-Carlton in Boston in honor of his tenth anniversary with the company.*

DREAM JOB: Travel reporter for *Outside* magazine.

MANAGER'S PROFILE: "Lee continues to be a major contributor to IDC, and, in particular, to the Communications research group. He has built the LAN program to over $1.5 million in revenues, making it the largest and most profitable program within IDC." - *Gigi Wang, vice president, IDC*

CHAIRMAN'S ACHIEVER

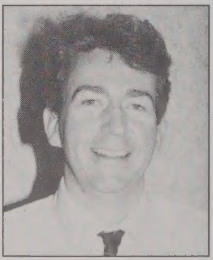
MATT SOMERS
Executive Assistant
Corporate Human Resources

The success of the "I'd Rather Be Working" program can be largely attributed to the efforts of Matt Somers, who coordinated the program with Wayside Community Services. The objective of the program was to provide an entré into the workforce for teenagers between the ages of 16 and 20 by introducing them to techniques aimed at easing the process of finding a job, interviewing and what to do once they've landed a job.

Such an in-depth and long-running program entailed hours upon hours of organization. Matt handled all aspects of the program, including working with personnel at the WCS and arranging for human resources managers to facilitate four three-hour sessions over a two and a half month period.

"Matt's initiative got the idea off the ground and into reality in a very short time frame," said Vice President/Corporate Human Resources **Martha Stephens**. "His persistence in coordinating the event with external agencies and internal departments really paid off for all who were involved."

Matt's dedication to this cause and all of his hard work helps to highlight IDG's committment to giving time and resources to improve the surrounding community and the lives of its children.



SOMERS

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-SIX YEARS
William Leitch - IDG World Expo

THIRTEEN YEARS
Jeff Pennett - NWW
Scott Mace - InfoWorld

ELEVEN YEARS
Andy Bose - LINK

TEN YEARS
Patricia Navone - MMW/PC World
Barbara Ringer - IDG Germany

NINE YEARS
Helen Marnfeldt - IDG Sweden
Bengt Marnfeldt - IDG Sweden

EIGHT YEARS
Wally Clegg - PCW Central Services
Karin Quack - IDG Germany

SEVEN YEARS
Teresa Martin - IDG U.K.
Giulio Ferrari - IDG Italy
Madeleine Buckingham - IDG Central Svcs.
Deborah Winders - NWW
Kelly Nadir - InfoWorld
Lyn Taylor - Macworld
Karin Mehlstäubler - IDG Germany

SIX YEARS
Marlene Tobias - PC World
Alan Nelson - CW
Judy Callahan - IDG

FIVE YEARS
Theresa Coffey - IDG World Expo
Priscilla McWalter - IDG Research Svcs.
Nancy Robinson - NWW

FOUR YEARS
Carin Ståhl - IDG Sweden
Mark Cappel - Adavnced Systems
Wayne Silverman - PC World
Richard Willoughby - PC World
Maria Chico - PC World
Wally Palmer - InfoWorld
Tracey Capen - InfoWorld
Fred Paul - Infotainment World
Cameron Crotty - Macworld

THREE YEARS
Ai Fujinari-Swanner - IDG Japan
Paola Bloise - IDG Italy
Linda Belding - Lotus/PC World
Susan Silvius - PC World
Anita Hamilton - PC World
Judith Rosall - IDC
Linda Burton - CIO
Linda Sener - IDC Government
Jan Cameron - IDG Research
Andreas Uiterwijk - InfoWorld
Valerie Hennigan - Infotainment World

TWO YEARS
Richard Noden - IDC U.K.
Naoko Kanda - IDG Japan
Cedric Higgins - Advanced Systems
Michael Desmond - PC World
Randy Perry - IDC
Melvin Edmonds - IDC
Christine McCarron - CIO
Theo Guest - IDG
Debra Mahler - NWW
Akiko Fujikawa - Macworld Japan
Erik Lam - IDG Hong Kong

ONE YEAR
Mary Cowan - Macworld U.K.
Pete Deemer - MMW/PC World
Chris Tacy - IMI
Janine Goble - PC World
William Pickering Jr. - IDC
Quan Zhou - IDG
Michael DiPalma - CIO
Pam Fleming - IDG
Vicky Wolcott - IDC Government
Arielle Emmerr - IDC Government
Dru Ann Montgomery - IDG World Expo
Matthew Somers - IDG
Susan Crown - InfoWorld
Erik Dafforn - IDG Books
Lauren Hoffman - InfoWorld
Barbara Potter - IDG Books
Joy Ma - Infotainment World
Steve McGill - Macworld
Lori Fry - Macworld
Irma Clemente - IDG Mexico

Nancy Newkirk, Summer Interns Honored at INROADS Ceremony

INROADS, A MINORITY INTERNSHIP PROGRAM THAT IDG HAS PARTICIPATED IN SINCE 1991, honored participants at a recent awards ceremony. IDG IS Director ***Nancy Newkirk*** *(second from right) was named "Supervisor of the Year" in recognition of providing outstanding training and meaningful work experience to interns. Joining her are IS Analyst* ***Eve Lieberman*** *(right), who serves as a business advisor and mentor; first year intern* ***Chinwe Ajene*** *(left) and third year intern* ***Diana St. Louis****, who was honored for superior job performance and outstanding academic achievements at Williams College.* ***Ramen Cromwell****, a second-year intern, was also cited for outstanding academic performance in his freshman year at Vassar.*

IDG: Who Are We?

Clip and save these additions to the July 11, 1994 special issue of *IDG World Update*

IDG CORPORATE CREDIT DEPT.

- **Location**: Framingham, Mass.
- **Key contact**: Amy Fellows Hanania, credit manager

(Tel: 508-875-5000, Fax: 508-872-1644)

- **Mission**: To protect the company's investment in accounts receivable through credit analysis and cash collection. This is done in order to maximize IDG's cash position and limit overall bad debt exposure.

- **Scope of Work**: The IDG Corporate Credit Dept. provides a consolidated, centralized service to meet the credit and collection needs of IDG's diverse business units. The main function of the department is to ensure that invoices are paid according to the terms set by IDG and the individual business units. Accounts receivable are handled specificallly by business unit so the staff can meet the needs and concerns of each business unit.

The department consists of a professional staff whose job functions are divided into three areas: credit, collection and tearsheeting.

•Credit: The credit function minimizes potential bad debt for IDG's business units by analyzing credit applications and assigning credit limits to customers.

•Collection: The collection function actively and aggressivelypursues customers who own IDG money for services rendered by the business units.

•Tearsheeting: The tearsheeting function sends out invoices and statements to each customer. For the publishing companies, a copy of the advertisement is included with each invoice.

IDG TELECOMMUNICATIONS

- **Location:** Framingham, Mass.
- **# Employees:** 5
- **Key contacts:** Jane Creighton, corporate director; Earlene Sabin, telecom specialist; Maureen Roberti, Denise Bove, Zena Savage

(Tel: Daytime: 508-879-0700 x512; Evening/Weekend: 508-879-0700 x740; Pagers: 508-622-9060/1205; Fax: 508-820-8520)

- **Mission/Scope of work:** IDG Telecom provides turnkey purchase, installation and remote support of software and hardware for 15 PBX systems and voice mail; and mobile telephone purchase and service for U.S.-based operations. Faxes, copiers and modem purchases are also included. Telecom department members can be reached 24 hours a day, seven days a week.

YOUR FEEDBACK COUNTS!

The staff of *IDG World Update* would like to thank the many employees who contributed to the July 11, 1994 special issue.

The "IDG: Who Are We?" issue, which contained descriptions of IDG's myriad operations, has already generated many comments and requests for additional copies. We welcome suggestions from all employees on ways to improve future editions of this reference issue. As we noted on the front page of the special issue, it can be very difficult to keep up with IDG's diversified business units, but with your help, the next version can be an even better resource.

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 30

July 25, 1994

PC WELT EMERGES AS BEST SELLING PC MAGAZINE IN GERMANY
PAGE 2

IDG RESEARCH SERVICES OPENS WEST COAST OFFICE IN SAN FRANCISCO
PAGE 2

U.S. EDITORS FOCUS ON TIMELY ISSUES AT ANNUAL FUNCTION MEETING
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Teamwork and New Features Make SunWorld '94 the "Best Yet"

What do the 1994 World Cup, Indy and Formula One Racing, the world currency markets, the FBI, Steve Jobs and *Rolling Stone*, and Scott McNealy and his mom have in common?

SunWorld '94, of course!

IDG World Expo's SunWorld '94 Conference and Exposition, held in San Francisco on June 13-18, was a fine success, with over 9,000 attendees and 199 exhibitors. "Each year, IDG World Expo has focused on growing SunWorld in quality and scope," said Show Manager **Jackie Murphy**. "SunWorld has become recognized as the greatest Sun event that's open to the world."

The exposition floor, 20% larger than the previous year, was packed with exhibitors including software developers, database specialists, network technologists and system suppliers from Sun Microsystems and IBM, Hewlett-Packard, Fujitsu, Cray Research and Amdahl.

The conference program was an outstanding draw, combining the serious business of the Sun open systems marketplace with a dose of fun and excitement. Keynotes included a David Letterman take-off by Scott McNealy, CEO of Sun Microsystems, and his mother. The high-

•CONTINUED PAGE 5•

New Indonesian Licensee to Incorporate *Computerworld*

SELAMAT & SUKSES
ATAS KERJASAMA
KompuTek & IDG International Publishing Services
DALAM MEWUJUDKAN KOMPUTEK COMPUTER WORLD

IDG'S TIM CLARKE (LEFT) MEETS THE *press in Jakarta along with KompuTek journalist* ***Nadim Zuhdi*** *and Managing Editor* ***Edi Purwono.***

During a launch event in Jakarta earlier this month, some 75 representatives of IT companies, ad agencies and the media gathered to mark the inclusion of *Computerworld* into an existing Indonesian publication called *KompuTek.*

Tim Clarke, vice president of licensing for IDG International Publishing Services, attended the launch party. "It was terrific to see the interest in *Computerworld* in the market," he said.

Clarke fielded questions about the nature of IDG's agreement and the potential the company sees for IT in Indonesia. The country's IT sales are expected to grow from $600 million in 1993 to $730 million this year.

Founded in 1992, the weekly *KompuTek* has a staff of 30 and a paid circulation of 60,000, 50% of which is newsstand sales. The readership profile breaks down to 30% senior managers, 24% entrepreneurs and business people, 20% students, 18% IT professionals and 8% other. The addition of *Computerworld* allows *KompuTek*, which focuses

•CONTINUED PAGE 5•

IN BRIEF

PC Welt Surges to No. 1 Spot in Germany

Fueled by more than a year of steady growth, *PC Welt* became Germany's best selling PC magazine during the April to June quarter. IDG's *PC Welt* captured the No. 1 spot from *PC Praxis* and *Chip* for the first time with 225,616 copies sold during the quarter, a 44.6% increase in 12 months. That increase also set a record among computer magazines in Germany.

In addition to pure circulation gains, *PC Welt* ranked highly in a media analysis survey, reaching roughly 500,000 advisors and experts in computer applications as well as decisionmakers who purchase PCs and large electronic data processing systems.

York von Heimburg, managing director of IDG Magazines, expects these circulation successes to further improve the publication's thriving advertising base. So far this year *PC Welt* has had an increase of 190 pages compared to last year, to 999 pages in all. According to the Association of German Magazines, in the first six months of 1994, *PC Welt* published more ads than any other computer magazine with the exception of the mailorder magazine *PC Direct*.

Research Services Goes West

IDG Research Services has announced the opening of its West Coast office in San Francisco, Calif. The office, which will be headed up by **Gary Rocchio**, formerly vice president and director of research at *Macworld*, was established to better meet the needs of West Coast clients. "Because of the number of IDG business units we provide services for on the West Coast, it became clear that we really needed a presence there," said IDG Research Services President **Kathy Dinneen**.

Rocchio will work with IDG Books, Infotainment World, and several West Coast outside clients while the *InfoWorld* and *PC World* accounts will continue to be handled out of the Framingham office. Rocchio will continue to assist *Macworld* with its research needs as well as develop research training programs for IDG. The mission of the West Coast office is consistent with that of IDG Research Services: "to provide IDG business units with high-quality, low-cost research services, and secondarily to cultivate outside clients," Dinneen said.

For the next several months, the West Coast office will be based out of Rocchio's home but will share space with the Marketing Services Division when MSD relocates in the fall. Rocchio can now be reached at: 285 Dorland Street, #104, San Francisco, Calif. 94114, telephone 415-861-6029, Business Talk Email: G.Rocchio.

Fall Debut for Multimedia Guide

Multimedia World is preparing for the September launch of the *Before-You-Buy Guide to Multimedia*, a special-interest publication targeting new buyers of multimedia hardware and software for the home. It will be displayed on newsstands in the U.S. and Canada for three months to guide shoppers throughout the holiday buying season.

The *Before-You-Buy Guide*, with a print run of 150,000, is the first comprehensive resource that clarifies the multitude of choices facing the first-time multimedia buyer. It will introduce and explain all the major multimedia and CD-ROM desktop, TV-top and hand-held hardware, including multimedia PC, Macintosh, Sega CD, CD-I, 3DO and Sony MMCD. A software directory will profile the leading CD-ROM titles available on each platform, with emphasis on entertainment, educational and reference software.

"Multimedia buyers face a dizzying array of choices," said **Claudia Smukler**, publisher of the *Before-You-Buy Guide*. "We'll provide them with all the information they need to select the system that's best for them, whether desktop- or TV-based. The guide to multimedia software will help them pick software that will run on their new machines."

According to LINK Resources, over three million multimedia PC and Macintosh systems and over 1.5 million TV-based multimedia players will be sold in 1994, with the majority selling in the fourth quarter.

IDG Books Heralds New Titles

Two of IDG Books' newest publications are already on their way to the top of the bestseller list.

Windows 3.1 Configuration SECRETS ® by Valda Hilley and James Blakely ($49.95) is the second book to come out of IDG Books' relationship with the Windows User Group Network. Accompanied by three floppy disks with Windows configuration tools and utilities, the book is designed to help PC users and IS professionals configure, customize and fine-tune Windows systems.

The latest ...For Dummies™ title, *Multimedia & CD-ROMs For Dummies* by Andy Rathbone ($19.95), tells the average computer user all about essential multimedia equipment, how to install it and how to make everything work together. It comes with a CD-ROM that has 20 hours of instruction on capture/playback video, adding music, voiceovers, animation to presentations, and more.

As with all IDG Books titles, IDG employees can receive a 30% discount if they order directly from the publisher (telephone 1-800-762-2974 or 415-312-0650).

ON LINE

DEB GOLDSTEIN

IDG List Services' president is this week's guest columnist.

Q What's IDG List Services' basic scope of work?

A We provide list sales, marketing and service within the context of account management, as the IDG business units are our "clients." We are responsible for outbound telephone sales, creative marketing and promotions, and we attend or exhibit at 15 shows a year to generate revenue. We service our customers to get the orders out on time and give them accurate information about the lists. And finally we report and continually communicate to our clients the revenue and associated analysis effectively.

List rental revenue provides the highest profitability of any media bought in publishing and in many cases is responsible for very high percentages of the business units' bottom lines. We presently manage 19 IDG list properties in addition to our one outside client, the Institute for International Research. We are having an excellent year and are on track to end at least 12% to 15% above plan.

In addition, we are a centralized service for IDG in that we act as a mediator between the business units to make sure that the usage of each others' names is fair. I'm also asked many times to consult on database projects, general list information and direct mail issues.

How did you get involved in this line of work?

Sometimes, professions just find you. I started out at a small publishing company, Morgan-Grampian, in circulation, processing qualification forms. As I came up through the ranks someone noticed that I liked to talk...on the phone. The person who sold the lists was leaving and there I was. Selling lists. That was over ten years ago.

Selling IDG lists is a pleasure. They are products that have a great deal of integrity. I'm proud to represent them.

What have been some of your most successful marketing campaigns?

Several years ago, before distributing bags at shows was very popular, at the annual direct marketing show we had very nice canvas bags done with the *InfoWorld* logo. We gave them away in exchange for a business card. Everyone at the show was carrying the bags, the *InfoWorld* logo was all over the show, and we had ourselves a stack of excellent leads.

We also just recently sent out $50.00 Crate & Barrel gift certificates and mail order catalogues to *Network World*'s Top 20 customers along with a letter to say thank you for their business from our *NWW* representative, Kelly Martin. The purpose was to show our appreciation and support our industry. Eighty percent of the recipients called to say thank you, making the relationship between Kelly and her top customers even stronger.

How do you see the list business changing in the next five years?

There are several issues such as privacy, the efficiency of the U.S. Postal Service and on-line or interactive selling that many believe will create a dramatic shift in the direct mail industry. The privacy issue in itself will cause significant problems. Presently there is a great deal of information available either publicly, through database enhancements or by surveys such as subscriber qualification forms. This allows a direct marketer to send the right message to the right person. Many individuals want to restrict the access to this information by passing tough privacy laws. The direct marketing industry has a very strong lobbying effort against it. It's a very hotly contested debate and the outcome can mean the growth or decline of an industry that at present is thriving. More advertising dollars are spent on direct mail than any other form of media. The direct mail industry employs 5% of the nation's work force and without it, a postage stamp would cost five dollars.

Your staff always seems to have a lot of fun. What's your secret?

In my department, the team is everything. As part of the hiring process, the final candidates are brought back to interview with the whole group. We all then decide together whether they will be appropriate hires. The candidates also have a chance to experience the people they will potentially be working with and decide whether *they* want to be part of the group. As we all go through the process together, ultimately everyone gets along very well. There is no such thing as "it's not my job." We all cover for each other in a very cooperative spirit.

It all comes down to the fact that we genuinely care about each other personally and professionally. We know each other's ghosts and glories. Plus, the staff gets the Goldstein comedy act all day. How can they not have a good time?

Another benefit to working in List Services is that it provides a great stepping stone into other positions at IDG. Since we're a centralized service, the staff works with most of the business units and key managers and gets exposure to their diverse markets. There are presently five ex-List Servicers working in other IDG business units with several in management positions.

Are there any personal accomplishments you'd like to reveal?

Since March I've been on an intensive diet and have lost 40 pounds and am on my way to losing quite a bit more. As I needed supervision, I'm doing it through a weight-loss/nutritional clinic. My group has been very supportive and they now hide their Ring Dings in their offices. I'm even exercising. I'm a new human and it feels great.

Editors Tackle Diverse Line Up of Daily Concerns

Getting the most out of editorial meetings and navigating Lotus Notes are among topics at functional meeting

IDG WORLD UPDATE PHOTOS

THE PANEL ON BUDGETING FOR SPECIAL PROJECTS TAKES QUESTIONS. (FROM LEFT:) ***John Dix*** *(Network World);* ***LeeAnne McDermott*** *(Game Pro),* ***Anne Armstrong*** *(Federal Computer Week),* ***Michael Lowe*** *(InfoWorld) and* ***Bill Laberis*** *(Computerworld)*

Guided by an agenda that focused on present day issues rather than speculation about tomorrow's challenges, more than 30 representatives from IDG's U.S. publications attended last month's Editorial Function Meeting in Norwich, Conn.

Computerworld Editor-in-Chief **Bill Laberis** and *Network World* Editor-in-Chief **John Gallant** co-chaired the meeting, with agenda help from *CIO*'s Marcia Blumenthal. **Cheryl Crivello**, Gallant's assistant, and **Linda Gorgone**, *CW*'s office manager, orchestrated the myriad logistical details.

"The organizers did a great job of developing an agenda with topics relevant across a spectrum of publications, from small to large and weekly to monthly," said IDG News Service Editor-in-Chief **Rob Garretson**.

Common concerns

To kick off the session, the group brainstormed about issues critical to editorial operations and came up with a long list including: how to retain good staff, restraints imposed by budget cuts, training, mentoring, burnout, flat markets, how to develop tougher reporting and find new angles, tracking readership and changes and identifying who the audience is and who it should be. The ideas guided later group discussions and served as a template for the creation of next year's agenda.

CW NORGE EDITOR PAUL LEVERAAS, ONE *of the on-line session panelists, sets up his computer to demonstrate his publication's Lotus Notes-based editorial, production and copy-flow system.*

Writing coach Don Fry talked about organizational changes and trends in publications, among other issues. He felt that IDG publications in general didn't use graphics as well as they should, treating them more as "trim" rather than integral parts of the story. He recommended integrating the graphics process into newsgathering and using graphics to explain, not decorate.

"How To Get The Most From Your Editorial Meetings" sparked numerous suggestions that would work well either for annual events or more frequent gatherings. A select group of readers could be asked to prepare a critique of the publication and come in and meet with a group of editors. Participants could each bring in a sample of any kind of publication they admire and explain why. In another exercise, the staff would be broken into teams, given 10 issues of the publication, and compete against each other in an effort to prepare an ideal issue.

On the second day, one of the panels focused on budgeting for special projects, a growing phenomenon for publications of all sizes. Large publications treat special projects as separate budget items for staff resources, while small publications often rely on in-house staff and risk draining time and attention from the main book. As *IW* Editorial Director **Michael Lowe** noted, "Editorial is not free!" The staff needs to figure in those costs when trying to determine if a project is really profitable.

Action Items

In terms of action items, the group voted to have the IDG News Service manage "Editors Day" events with various vendors. Emphasizing the need to maintain a separation between the editorial and the sales/marketing functions, the group suggested that any inquiries the Marketing Services Division fields from customers be forwarded to the News Service. Roughly six to eight "Editors Day" events will be scheduled next year. Attending publications will help defray the costs the News Service incurs in setting up the events and pay their own way to the meetings.

PC World Editor **Phil Lemmons** and *Macworld* Editor **Adrian Mello** volunteered to chair next year's editorial function meeting, which will be held in the Western U.S.

IDG Job Opportunities Update

Monday July 25, 1994

The *Job Opportunity Listing* will be published weekly in the **IDG World Update** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

CREDIT ANALYST - 2 positions (IDG)
The successful candidate will be responsible for the collection of accounts receivable for assigned business units through telephone contact, written correspondence, and personal visits as needed. Individual will coordinate the flow of paperwork for incoming mail, credit and debit memos, lock boxes, and mailing of duplicate invoices to customers. Responsibilities will include monitoring customers payment record and resolving customer problems.

LIST BROKERAGE MANAGER (IDG LIST SERVICES)
IDG List Services has an immediate opening for a List Brokerage Manager to head its newly created in-house brokerage division. The ideal candidate will play an essential role in continuing to build an already successful business unit by working initially with internal IDG accounts. An independent self-starter with 2-5 years list brokerage or list research experience required. Knowledge of the computer industry essential. Individual should possess excellent client/customer service skills. Management experience a plus.

LICENSING ADMINISTRATOR (IDG/IPS)
The individual in this position will support IDG's international licensing activities. Responsibilities include administration of licensee invoicing and receivables, marketing support in identifying new licensees and ongoing correspondence with licensees. Individual will provide administrative support to the VP Licensing. Candidate must be fluent in Spanish. College degree preferred.

BILLING AND COLLECTIONS MANAGER (CCI)
Connell Communications Inc., is looking for an individual to direct and perform the billing and collections for five publications. Responsibilities will include the proving of billings, the collecting of accounts, and the day-to-day activities of the billing and collections department. Duties will also include cash posting and approving credit.

MARKETING COMMUNICATIONS PROJECT MANAGER (CWI)
Ideal candidate will be responsible for the conceptualization and coordination of all marketing efforts for Computerworld's Marketplace Section. Individual will serve as liaison between writers, designers, mail-houses, and printers. Duties include working daily with the sales force and providing assistance with Card Deck marketing and monthly mailings. A minimum of five years experience in marketing, agency, public relations or events coordination required. Excellent project management and organizational skills are necessary.

ACCOUNT EXECUTIVE (CWI)
The individual in this position will sell computer career recruitment advertising online to end-user, consulting and vendor companies. Demonstrated competence selling IS products and services by telephone is required. Experience in database selling techniques a plus.

NATIONAL ACCOUNT EXECUTIVE / CD-ROM PRODUCTS (CWI)
Computerworld has a newly created opportunity for an individual to target key advertisers to prospect, sell, and close business for its CD-ROM Information Products. Requires at least three years sales experience in electronic media products (databases, on-line services and CD-Rom's), preferably within a publishing environment. Excellent communication skills required. A proven track record in presenting, proposing and closing large accounts essential.

IDG Job Opportunities Update

Monday July 25, 1994

SALES REPRESENTATIVE (RTI)
The individual in this position will be responsible for revenue generation via sales of Response Technologies' products - lead-inquiry management, database management and fulfillment services. Responsibilities include outside sales of RT's products throughout the Northeast as well as some West Coast sales. Previous sales experience, preferably in telemarketing programs, telesales or statistics preferred. Computer skills essential.

PART TIME SALES COORDINATOR (PCW/LOTUS)
The successful candidate will be responsible for all advertising insert sales in *The Notes Report.* Individual will prospect new accounts, identify sales opportunities and create and distribute contractual agreements to advertisers. Duties will also include ad traffic and billing. Individual will analyze results of market research surveys and advertising programs.

PART-TIME SYNDICATED ANALYST (IW)
The ideal candidate for this deadline oriented position will be responsible for data entry and data analysis of syndicated research runs. Excellent communication and customer service skills are needed to work closely with sales, research and clients. Knowledge of spreadsheets and databases is essential. (25 hours per week).

RECEPTIONIST ((IDG CENTRAL SERVICES - WEST COAST)
This individual will handle switchboard, courier and fax responsibilities for assigned publications. Candidate will greet guests and maintain the reception area. Individual should have a minimum of one year of professional reception work on a 12-20 line PBS or equivalent.

ADMINISTRATIVE ASSISTANT - 2 Positions (MACWORLD)
The ideal candidate will support the Ad Sales team in all administrative facets of advertising sales. Responsibilities include clerical support, office support and customer service. This position requires a minimum of two years office experience. Excellent Macintosh skills (Word and Excel) are necessary.

MANUFACTURING / DISTRIBUTION COORDINATOR (IFTW)
The individual in this position will support the manufacturing staff in distribution/inventory logistics, auditing of vendor bills, and management of postal accounts. Candidate must be analytical, industrious, Mac-literate and proficient on Lotus 1-2-3 and Microsoft Excel. Publishing experience a plus.

ADVERTISING PRODUCTION COORDINATOR (IFTW)
The Advertising Production Coordinator will be responsible for logging and proofing ad materials for all publications at Infotainment World. Candidate will act as liaison between Ad Sales and Production as well as interact with ad agencies and film houses. Individual must be proficient on the Macintosh. Experience with QuarkXPress and Filemaker Pro a plus.

PRODUCTION COORDINATOR (IFTW)
The successful candidate will assist in the timely and accurate production of Infotainments' video-game magazines. This position requires a minimum of three years Mac based desk top publishing, proficiency in QuarkXPress (specifically page layout and text treatment) plus familiarity in Photoshop and Freehand.

ASSOCIATE ART DIRECTOR / BOOK DIVISION (IFTW)
This position requires a minimum of four years experience in desktop design, type and art direction. Candidate must be MAC proficient with QuarkXPress, Freehand, Illustrator, and Photoshop. A working knowledge of desktop publishing, film processing and web printing is essential. Organizational skills necessary.

IDG Job Opportunities Update

July 25, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Manager, Financial Planning & Analysis	Boston, MA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
BCP	Senior Editor	Peterborough, NH	K. Miller	(603)924-0309
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Test / Reviews Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Client Services Associate	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Asst. / Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	Account Executive	Framingham, MA	S. Perry	(508)820-8160
CWI	MARCOM Project Manger	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VAR Database Account Exec.	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	National Account Executive	Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer Analyst	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	P/T Syndicated Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Lotus Notes Specialist	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622

IDG Job Opportunities Update

July 25, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	P/T Merchandisers (5)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	P/T Direct Sales Representative	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistants (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW/Lotus	P/T Sales Coordinator	Boston, MA	K. Fantoni	(508)935-4531
PCW	Customer Service Specialist	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Group Publisher	Multimedia Group, San Francisco, CA	R. Marino	(415)978-3383
PCW	Chief Financial Officer	San Francisco, CA	P. Kenealy	(415)978-3101
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW/Lotus	Editor-In-Chief	Boston, MA	K. Fantoni	(508)935-4531
PCW	Project Marketing Mgr./Key Accounts	San Francisco, CA	H. Martin Maier	(415)978-3302
PCW/Lotus	Assistant to the Publisher	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Design Associate	Multimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Assistant Production Manager	Multimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Multimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
PCW	Receptionist	IDG Central Services, San Fran,, CA	P. Murphy	(415)978-3365
MAC	Administrative Assistant (2)	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
IMI	Assistant to the Publisher	Publish, San Francisco, CA	G. Gable	(415)978-3283
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Advertising Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic, Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Sales Associate	GamePro, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Coordinator/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Associate Editor	Electronic Ent. San Mateo, CA	F. Paul	(415)286-2550
IFTW	Design/Production	San Mateo, CA	F. Mao	(415)286-2518

INDONESIA

continued from page 1

on local IT issues, to replace the generic IT wire stories it had been using with upgraded coverage of U.S. and international IT news.

IDG's license agreement is with Jawa Pos Group, Indonesia's second largest publisher. The company is based in Surabaya, Indonesia's second largest city and the capital of East Java, and has 24 newspapers and magazines primarily targeted to consumers.

The *KompuTek* agreement is IDG's second publishing affiliation in Indonesia. This spring IDG signed an agreement that allowed the country's largest PC monthly, *InfoKomputer*, to incorporate *PC World* material.

According to Clarke, government approval for a new publication can take up to three years, and even changing the name of a publication can take over a year. "Rather than wait years for approval to launch our titles, we felt it would be best to work with two existing IT publications so we could get both *PCW* and *CW* started quickly in this market," Clarke said.

Government regulations currently stipulate a maximum of 40 pages for a tabloid, although *KompuTek* expects to receive approval for a larger folio as market demand for the weekly grows.

DUST OFF THOSE CAMERAS!

IDG's photo calendar contest is gearing up again. Select your two best prints (black-and-white or color) or 35 mm slides and take a chance at having your artwork adorn the walls of IDG offices worldwide.

Contest details will appear in the next few issues of *IDG World Update*. Buy your film now: the contest deadline is September 16.

SUNWORLD '94

continued from page 1

IDG WORLD EXPO

THE SUNWORLD '94 TEAM AT THE WELCOME RECEPTION HELD AT THE OPTS.ART *Gallery in San Francisco: (Standing l-r:) Lisa Stein, Louise Donahue, Rachel Winnett, Stacy Sinks, Camille Jones, Jeffrey Silha, Robin Andreola, Andrew Rodger, Chip Zaborowski, Jackie Murphy, Kathleen Norton, Colleen O'Toole, Justin Desmarais, Eileen Faber, Matt Mandino and Kim Martin. (Kneeling l-r:) Stacy Sidman, Tina Giakoumis, Barbara Inglese and Lilian Lieber.*

light of the keynote was an interactive video featuring Mrs. McNealy commentating on Sun's sponsorship of the World Cup. She ended the video with a stunning display of nimble footwork on the soccer field, scoring goal after goal past astonished world-class goalies.

Adding color, depth and knowledge to the conference and keynote programs were Bill Alaoglu, assistant vice president/technology for World Cup USA 1994, Inc.; Bill Tofoya from the FBI; Dwight Koop from Swiss Bank Corporation; Eric Schmidt of Sun Microsystems and Ed Zander of SunSoft; Steve Jobs, CEO of NeXT Computer, Inc., who stepped straight from the pages of *Rolling Stone* magazine; and experts from Penske Racing, McLaren International and Ferrari Formula One, all advanced users of Sun systems.

Advanced Systems magazine, co-sponsor of SunWorld '94, represented by Publisher **Stan Vanocur**, Associate Publisher and VP/Sales and Marketing **Harry Versen** and Editor-in-Chief **Michael McCarthy**, complemented the whole SunWorld team. "This was the best SunWorld yet," said McCarthy. "Very well conceived and well executed by a team of real professionals."

The Advanced Systems Test Center, recreated on the exhibit floor, was one of the show's highlights. Other notable features of Sun World '94 were the first "Most Innovative New Product Awards" competition, a raffle with more than $15,000 worth of prizes, and a gift center with books, Sun World '94 clothing and World Cup and Sun User Group merchandise.

SunWorld '94 received the attention of local media and a number of trade publications including *Computerworld*, which ran an article by **Jean Bozman** on Sun's new multimedia-ready servers.

"The SunWorld team did a magnificent job," Murphy said. "The show looked very sharp and professional thanks to the efforts of the exhibit services staff. The registration team quickly handled conference and show attendees, and many exhibitors recorded leads well up compared with prior years." SunWorld '95 was successfully re-booked at 67%.

*Thanks to **Andrew Rodger**, **Jackie Murphy** and **Rachel Winett** of IDG World Expo for contributing this report.*

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

LANDI

Val Landi has been promoted to vice president of IDG. In his new position, "Val will act as the senior customer advocate in establishing new, global marketing initiatives between IDG and our customers," said IDG Vice President **Kelly Conlin**. IDG Chairman **Pat McGovern** said, "Val's leadership in helping our customers access and integrate the many resources of IDG, whether it be our worldwide publication family, our research capabilities or our global tradeshows, make this promotion richly deserved." Val will remain in San Francisco and retain responsibilities as executive vice president for MSD.

NEW EMPLOYEES

Steve Berkowitz has been appointed chief financial officer for IDG Books Worldwide. A veteran of the computer and trade book publishing industry since 1982, Steve has served as vice president and publisher of MIS Press and M&T Books imprints as well as vice president/finance for Macmillan Publishing Company. "Steve's diverse publishing experience will serve our company well as we solidify our leadership position as the bestselling publisher of computer and business information around the world," said IDG Books President **John Kilcullen**.

FOLGER

IDC Government welcomes two new employees. **Christina Folger** is director of sales and marketing for IDC/G, bringing experience gained as director for federal marketing at Data General Corp. Christina received a BA in mathematics from Pomona College and did EE course work at Oklahoma State University. She is a business volunteer for the arts and a church leader and takes time to dabble in vegetable and herb gardening and culinary arts.

Previously employed as a graphic artist, **Mary Hargis** has signed on as a copy editor. Mary majored in English and minored in communications at the College of St. Benedict in St. Joseph, Minn. Golf, roller blading, hiking, biking, reading and watching movies are among Mary's leisure time pursuits.

Advanced Systems has a trio of new faces. Before joining the magazine as a proofreader, **Max Airborne** was director of technical support for Stone Design in Albuquerque, New Mexico. He received a BA in international studies from the School for International Training, delves into music and motorcycling and publishes some of his own works.

Dalia Freeman is technical editor for the publication and will test and review products on a monthly basis. Dalia majored in psychology and communications and received her BA from New College of California. She completed additional coursework in computer science and was employed as a software test engineer by Lighthouse Associates. In her free time, Dalia participates in the martial arts.

Previously business operations coordinator for the advertising department of *Golf Magazine*, **Beth Ulman** has signed on as circulation manager. Beth received her BA from Princeton University and has just completed an MBA at the University of California at Berkeley. She enjoys swimming, cooking and reading.

HYLSEN

The Programmers Press division of IDG Books Worldwide has hired **Berta Hylsen** as an editorial assistant. Berta recently completed a masters program in mathematics at Boston University and worked as freelance editor for Prentice Hall on a manuscript for a middle school math project. In her free time Berta enjoys computer animation, running, soccer, skiing and hiking.

Susan Fry has joined *PC World* as a management associate. Susan earned a BA in English and French and a masters degree in English from Stanford University and prior to joining *PC World* was marketing coordinator for Oxford Molecular. Outside the office, Susan reads, writes, goes camping and attends the opera and ballet.

Jennifer Neale is director of national accounts based in the San Francisco office of the Marketing Services Division. Jennifer was previously associate publisher for CMP's *Network Computing* and her favorite pastimes include scuba diving, travel and flying.

Kate Davey joins *CIO* as a list services assistant. Kate is a graduate of Framingham State College with a BA in English.

IDG WORLD UPDATE

MILLS

The IDG News Service welcomes West Coast correspondent **Elinor Mills**. Elinor recently completed a masters in journalism from the University of Arizona and enjoys reading, languages and travel. Elinor will be working out of the News Service's Boston office for the next few weeks before relocating to the San Francisco area.

MCARDLE

Shannon McArdle has been hired as the receptionist for Electronic Marketplace Systems. She directs phone calls, greets clients and provides back up support to the EMS staff, prompting President **Mark Belinsky** to bestow upon her the title "Director of First Impressions." A graduate of the University of California at Los Angeles with a BA in history, Shannon's hobbies include ballroom dancing and biking.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Co-winners Johan Egging and Gabriëla van Beek will have their choice of official "Off line" T-shirts or copies of Rich Tennant's book of cartoons, *The Fifth Wave*. The honorable mention winners below will receive *IDG World Update* key chains.

HONORABLE MENTIONS:

"So that's what they mean by 'native' apps."

-Gary Palmer
InfoWorld

"On second thought, answering their e-mail about the Internet address for the recipes archive wasn't such a smart idea."

-Mark Cappel
Advanced Systems

"Here's an idea - Try WITCH.DOC."

-Debi Temple
IDG Accounting

"Boy Bob, you were right! Tech support on those DOS machines is just a nightmare!"

-Tom Moran
Macworld

"Read your E-mail carefully, Bill. When those headhunters invited you to dinner, they might not have had a job offer in mind!"

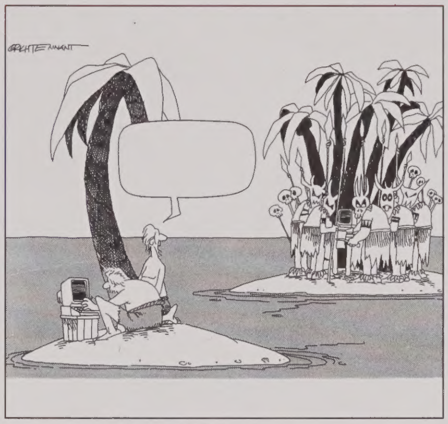
-Michael Siggins
CIO

"I think they might work for Lotus. In any case, I don't think they appreciated your referring to Lotus Notes as 'primitive'."

-Scott Tharler
Lotus Publishing

"Hey you guys at Ziff! Even stranded on a desert island IDG can still get their stories in before deadline."

-Aaron Bagchee
InfoWorld



"O.K. Walt! They're on line. IDG Sable Islands is in business..."

-Johan Egging and
Gabriëlla van Beek
IDG Netherlands

"Cool it Jack, I don't think they like being called savages."

-Wee Liang Toon
IDG Singapore

"Are we in their cyber space or are they in ours?"

-Claus Leinøe
IDC Scandinavia

"Trying to interest them in starting a recipe discussion group was perhaps not your best idea."

-Brent Williams
IDC West

"I told you not to send out that e-mail looking for a 'head hunter'."

-Marc Calvanico
InfoWorld

"Don't panic George! As long as they don't have our e-mail address, we're safe."

-Patrick Kennedy
IDC Canada

"It's their BBS alright, and I think they've figured out who 'stranded' is, so be careful what you say."
-Rich Tennant's original caption

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Iris Killinger - IDG Germany

TEN YEARS
S. Coleman-Driscoll - Computerworld

NINE YEARS
Dan Sommer - InfoWorld

SEVEN YEARS
Kathleen Demko - Computerworld
Kevin Burden - Computerworld
Rex Farrance - PC World

FIVE YEARS
Claire Scanlan - IDC U.K.
Patricia Harney - InfoWorld

THREE YEARS
Alex Metzger - IDC Government
Stephen Klett - Computerworld
Kenneth Bäckström - IDG Sweden
Phil Lemmons - PC World
Abhijeet Rane - LINK
Cate Corcoran - InfoWorld

TWO YEARS
Cynthia Barnes - IDG World Expo
Stacy Sinks - IDG World Expo
Lee Doyle - PC World
Kurt Johnson - IDC
Ellen Hersh - IDC

ONE YEAR
Lisa Hall - Network World
Steven LeCompte - IDC Government
Anders Ottosson - IDG Sweden
Darby Johnson - IDC

CELEBRATING 10

Rick Buroni

HOMETOWN: Hopedale, Mass.

PROFESSION: Classified Operations Ad Coordinator/Typesetter for *Computerworld*

JOINED IDG: June 24, 1984 as an office services coordinator.

MOST CHALLENGING PART OF YOUR JOB: Creating good quality ads that our clients feel confident will get the response they are looking for and helping our sales staff in their selling efforts, hopefully to get their clients to spend more recruitment advertising dollars with *Computerworld.*

BEST PART OF YOUR JOB: When a client choses the larger of the two ads that I designed.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? No. Ten years was too far down the road at that point in my life.

WHY DO YOU LIKE BEING AT IDG? I like the freedom I have to do my job the way I think it should be done. I'm not sure people with a similar job in other companies have the same freedom.

I JOINED IDG BECAUSE: I wanted to work for a good, solid, growing company. As it turns out I found that and a lot more.

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE, IN THE OFFICE OR OUTSIDE? Creating a Larry Bird T-shirt (with permission), selling 3,000 over a six-month period, and discovering total strangers wearing them in the Boston Garden four years later.

IDG CHAIRMAN PAT MCGOVERN ESCORTED RICK BURONI (LEFT) *to dinner at the Ritz-Carlton in honor of his 10th anniversary with IDG.*

DREAM DESTINATION: Drive an RV around the U.S. and Canada and visit all the major league ball parks.

INTERESTS OUTSIDE THE OFFICE: Attempting to brew my own beer.

FANTASY JOB: Owner of a Boston sports franchise.

WORDS TO LIVE BY: Good things come to those who wait, not to those who wait too late.

MANAGER'S PROFILE: "Rick's dedication and hard work can clearly be seen in the ads he produces weekly for *Computerworld*. With the years of experience behind him, his calm demeanor and follow-through are just a few of his many contributions to our group. Rick's an employee any manager would want." *-Cindy Delany, classified operations director*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 31

August 1, 1994

INFOTAINMENT WORLD TO PRODUCE LARGEST EXPO IN THE "E2" INDUSTRY
PAGE 2

IDG CHAIRMAN PAT MCGOVERN TAKES A TURN AS THIS WEEK'S ONLINE COLUMNIST
PAGE 3

DUST OFF YOUR CAMERAS FOR THE IDG INTERNATIONAL PHOTO CALENDAR CONTEST
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

FCW Story Hits Page 1 of *The New York Times*

An exclusive front page story on computer break-ins via the Internet has put *Federal Computer Week* on the opposite side of the reporter's notebook.

In its July 11 issue, *FCW* broke the story that a new breed of sophisticated hacker has mounted numerous attacks against key Defense Department and civilian agency computers attached to the Internet.

> *"Our reporters are experts in their fields. They deserve the credit."*
>
> **- Joanne Connelly**

According to reporters **Bob Brewin** and **Elizabeth Sikorovsky**, the hackers have penetrated and grabbed control of hundreds of sensitive but unclassified systems over a period of months. The story, "Hackers Storm DOD Nets," (*FCW*, July 11) piqued the interest not only of *FCW* readers but also the general press.

On July 21, *The New York Times* ran a front page story on the hacker attacks crediting *FCW*. *The Wall Street Journal* has also called *FCW* looking to advance the story.

•CONTINUED PAGE 5•

IDG's Business Units Compare Notes at First Online Function Meeting

(FROM LEFT:) MEETING ORGANIZER AND INFOWORLD VICE PRESIDENT AMANDA ***Hixson****, PC World Licensing Director* ***Jim Moody*** *and Director of Editorial Events for InfoWorld* ***Lia Lorenzano*** *take a break during the online meeting.*

IDG WORLD UPDATE

Judging by the turnout at the first functional meeting devoted to the subject, most IDG business units seem to feel the future is spelled o-n-l-i-n-e.

More than 60 people, representing some 18 different business units and three countries, gathered at the Silverado Country Club in Napa, Calif., May 15-16 to discuss the impact online services will have on society as a whole and IDG in particular. Sharing space on a very crowded agenda were representatives of various IDG business units currently involved with online projects, executives and consultants from the online industry and legal experts who spoke on the implications of online services, intellectual property rights and various ways to structure language in online contracts.

•CONTINUED PAGE 4•

Infotainment World to Produce Industry's Largest Electronic Entertainment Exposition

Slated to debut next spring, the event has been endorsed by IDSA as Industry's Official Trade Show

Infotainment World will enter the trade show arena with the premiere of Electronic Entertainment Expo (E3), scheduled for May 11-13, 1995 at the Los Angeles Convention Center. The event will attempt to draw buyers and exhibitors from the proposed CES Interactive Show to be held simultaneously in Philadelphia.

E3 will be produced jointly by Infotainment World and Knowledge Industry Publications, Inc., a White Plains, N.Y., publisher and producer of high-tech events for over 25 years.

ELECTRONIC
ENTERTAINMENT
EXPO

Official Endorsement

With 700,000 square feet of exhibit space, E3 is the largest trade show dedicated to the eight billion dollar electronic entertainment industry, and the event was recently endorsed as the industry's official trade show by the Interactive Digital Software Association (IDSA). E3 organizers predict that more than 300 developers, publishers, producers, manufacturers and distributors will exhibit at the show, and estimates indicate that over 30,000 buyers representing video stores to price clubs will peruse the expansive layout of merchandise on the show floor from CD-ROM to interactive television and cable.

"With more than 10,000 game and 'edutainment' titles now on the market and over 150,000 retail outlets selling electronic entertainment software across more than 10 major distribution channels in the U.S., the market now requires a dedicated trade event that reflects the needs of both buyers and vendors," said Infotainment World President **Pat Ferrell**.

Held in the midst of the entertainment industry and at the gateway to the Pacific Rim, E3 will reach target buyers in the world's largest retail markets. E3 will also play a critical role in the introduction of the next generation of electronic entertainment platforms.

For more information on Electronic Entertainment Expo (E3), contact Marketing Director **Debra Vernon** at telephone 415-349-4300.

Production Directors Explore Potential Synergies

U.S. publishing production directors met this spring for their annual function meeting to learn about new technologies and discuss several group purchase opportunities. *InfoWorld* Production Services Director **Peter Holm** chaired the two-day meeting, which was held in San Francisco.

Production consultant Bert Paolucci gave a brief overview of layout software packages, two of which (Impoze and Prograph) were demonstrated to the group. The Q&A session revealed that a book with a simple layout doesn't require this kind of package, and costs for various grades of systems can range from $2,500 to $20,000. The presentations were geared to weekly publications, since several of the monthlies already use a layout system (Ad Director).

One of the main discussions addressed potential group printing contracts for the monthly publications. Weeklies were excluded because of their unique needs — late close, proximity to a large airport, and the probability that they would be vying for identical press time and thus unlikely to seek a group contract with one printer.

Alex Brown from Printmark assessed each publication's price schedule and needs and came up with two feasible scenarios: 1) one printer would work on the three larger titles and another printer gets the smaller publications and 2) three different printers each get a large title and appropriately grouped smaller titles. The production directors are now discussing which option would be best.

Brown also brought up possible group paper purchases for the IDG monthlies. She advocated the group work with a range of mills, either two or three, and keep in mind which mills were making improvements, recycling and producing various shades of paper. Brown recommended that paper price increases — anywhere from 5% to 8% — needed to be factored into the 1995 budgets.

Collateral Printing

The production directors also looked at the current discount IDG has with one printer for collateral printing (i.e, printing of inserts, qualification cards, "bingo" cards, etc). Attempts to negotiate further savings have not fared well. Since other departments such as circulation control collateral printing, the production directors can't unilaterally decide to change printers. Given IDG's 10-year history with the current printer and its proven good quality and customer service, the group decided to pursue cost savings negotiations with the current printer while exploring competitive bids.

Production Manager **Susan Miller** of *Federal Computer Week* is slated to host next year's meeting in April in the Washington, D.C. area.

ON LINE

PAT McGOVERN

IDG's chairman discusses the impending sale of Ziff-Davis Communications

Q Why do you think that Ziff has decided to sell its business?

A The publicly-stated reason is that the Ziff family's Ziff Brothers Investment Company, which owns Ziff Communications, is seeking to get the most attractive returns on its financial assets. Therefore, their decision to sell Ziff Communications' publishing, exposition, research and online business indicates that they don't believe the return on investment on their current business is as attractive as other investment alternatives.

Why so? Sales figures show that their two major "cash cows" are moving from the mature stage to one of decline. *PC Magazine*, which according to our estimates accounts for nearly half of Ziff's total operating profits, is down 4% in pages year-to-date compared to last year. *Computer Shopper* also had a decline in pages, and the industry it serves, the direct channel market, is experiencing sharply-reduced profits and many business failures. And since these two publications, we estimate, account for over two-thirds of Ziff's total operating profits, one can understand the urgency they feel to auction off their business. Among their other titles, *MacUser* and *MacWeek* are each down 24% in ad pages year-to-date. *PC Computing* lacks a clear market position, and *Windows Sources* is unprofitable.

Ziff also made a costly mistake by plunging into Europe when the economy there was in a recession. We estimate that their European publishing adventures have lost them over $100 million to date. And, their cost structure in Europe is so high compared to competitors that substantial losses there are likely to continue for many years into the future.

Their newer activities such as consumer publishing, e.g. *Computer Life* and *Family PC*, and their Interchange online service are risky start-up ventures entering very competitive markets. By deciding to sell these new ventures as well, Ziff is signaling that they do not believe the likely return on investment of these start-ups is particularly attractive.

What is Ziff's decision to sell likely to mean for IDG?

The implications for IDG are mostly favorable. Due to the uncertainty about who will own the Ziff properties and what direction they will take them, customers are understandably holding back or cancelling commitments until the future direction of each property is clear. And, some of the most talented people in the Ziff organization are understandably seeking new career opportunities at other companies now, rather than waiting to find out who their new bosses may be and what sort of "downsizing" might go on.

Because the Ziff businesses are likely to be broken up and sold in pieces to different buyers, the strength of Ziff's centralized circulation, production, research and marketing organization will be lost or greatly diminished. In addition, the break-up of the company will mean that its clients, most likely, will not have as large a publication network to buy with the similar substantial discount incentive.

Ziff has shown itself to be a very skillful negotiator when selling its businesses in the past. Therefore, they are likely to get a premium price, which will mean that the buyer will have to take strong measures to boost the profitability of the Ziff properties they acquire. This will, no doubt, mean that they will cut expenses, particularly the large editorial, sales, marketing and promotion budgets with which Ziff has operated in the past. So, as a consequence, I expect that the Ziff publications, in the hands of new owners, will lose competitive strength.

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

ONLINE MEETING

continued from page 1

The lineup of IDG presenters included a "Welcome to Cyberspace" by *PC World* President **Pat Kenealy** and *InfoWorld* Editor-in-Chief **Stewart Alsop**. Alsop concluded that to succeed in a changing technological environment, three things are essential: an open mind, implementation of available technology and a surrender of the temptation to be engineers and remain editors.

PC World Licensing Director **Jim Moody**, who has spent three years researching online systems, discussed the stages involved in setting up an online system and proposed the establishment of an online bulletin board for IDG. Current thinking is that various IDG publications may provide the same benefits of a bulletin board via servers attached to the Internet with home-pages and hyperlinks pointing users to content from various members of the IDG/IDC family.

EMS's **Mark Belinsky**, **Jo Rainie** and **Jim Gregory** discussed formatting for EMS' Cybermart system. Two content provision options were described with the choice of method left up to the various publications. Subsequent to June's meeting, it appears that many publications are opting for the method requiring the least data formatting effort on their parts, thus reducing the cost to EMS to acquire the data for its system.

A panel on "The Electronic Future," moderated by **Amanda Hixson**, meeting organizer and vice president of *InfoWorld*'s Industry Publishing Group, featured *Macworld* President **Colin Crawford**, Vice President/IS for *InfoWorld* **Jeff DeBalko**, EMS President Mark Belinsky, *Network World* Director of New Business Development **Bill Reinstein** and *PC World* Director/Online Marketing **Thomas Gewecke**. Jeff DeBalko summed up the tone of the panel and meeting when he said, "How little we [IDG] know, how important it is to IDG's future."

Online models

In a presentation that was noted by many attendees as "worth the price of admission," industry consultant Tom Morgan examined effective online business models. David Waks, executive director/technology for Prodigy Services, Inc. and associates from Crosby, Heafey, Roach & May discussed legal issues, and *InfoWorld* Publisher and "cyber-guru" **Bob Metcalfe** presented an animated wrap-up.

This first meeting, originally held as an exploratory venture was such a success that planning for the next meeting is currently under way. Tentative scheduling has *InfoWorld* and *Computerworld* co-hosting a second online functional meeting toward the end of October in the Boston area. Due to the tremendous interest in the first meeting, the second meeting will be a two-day affair. 🖳

Thomas
Jeff
Colin

IDG WORLD UPDATE

EMPLOYEES FROM VARIOUS U.S. IDG OFFICES LEAD A PANEL ON THE ELECTRONIC *Future. (l-r) Bill Reinstein, Thomas Gewecke, Jeff DeBalko, Colin Crawford and Mark Belinsky.*

EMS OUTLINES PLANS FOR CYBERMART

Electronic Marketplace Systems (EMS) is one of IDG's pioneers in the online industry. EMS President Mark Belinsky, Vice President of Technology Jim Gregory, and Operations Manager Jo Rainie hosted a discussion at the Online Meeting that focused on EMS, its online system called Cybermart, and the direction that the division is headed.

WHO, WHAT, WHY?

- **EMS is an IDG initiative into online services for electronic commerce established in June 1993.**
- **Due to an increase in the number of vendors and products, and a decrease in product cycles, buyers are looking for new ways to communicate with suppliers.**
- **With increasing sales and support costs and decreasing margins, vendors are looking to reach customers cost-effectively and build ongoing, interactive relationships with prospects and customers.**
- **Cybermart seeks to provide a one-to-one medium for vendors and resellers to conduct business and communicate with customers.**
- **Cybermart is built on a client/server platform using Oracle/UNIX as the server and 486 Windows as the client.**

BENEFITS TO IDG

- **EMS generates additional, non-advertising revenues from advertisers in the coming one-to-one marketing world.**
- **EMS pays royalties to IDG publications based upon content and branding applied to total EMS revenues.**

TIMING

- **Alpha test in fourth quarter '94; beta test/pilot program Q1 '95; full rollout to 50,000 buyers by June '96.**

IDG Job Opportunities Update

Monday August 1, 1994

The *Job Opportunity Listing* will be published weekly in the **IDG World Update** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

ASSISTANT SHOW MANAGER (WEC)

The individual in this position will assist the Show Manager for SunWorld. Ideal candidate will assist in logistics, marketing, public relations, planning, sales, forecasting, site selection and vendor selection. Individual will also be involved in budget management. Travel required. 5-7 years experience in the show industry is necessary plus knowledge of MS Word and Excel. Excellent communication and negotiation skills are essential.

MARKETING MANAGER - NETWORK WORLD UNPLUGGED (WEC)

The successful candidate will develop and implement a marketing campaign to maximize qualified attendance for this new trade show. Direct mail experience and budgeting skills are required. Trade show experience a plus.

HUMAN RESOURCE ASSISTANT (CWI)

Ideal candidate will be responsible for providing administrative support to the HR Director and Senior HR Representative. Individual will be responsible for maintaining personnel files, including managing the flow of paperwork for all new hires as well as changes to existing employees. Duties will also include telephone back-up, answering general HR/benefits related questions and tracking all non-exempt work records. Staffing responsibilities include resume acknowledgements, letters of offer, telephone screening, and managing the employee referral bonus program.. Excellent customer service skills are required. Strong PC skills, preferably Windows, with the ability to produce presentations a plus. Previous HR experience preferred.

RECEPTIONIST - 2 POSITIONS (CWI)

The individual in this position will be responsible for greeting clients and providing telephone back-up for administration and facilities. Candidate will keep conference room and airline ticket logs. Individual will assist with light administrative duties as needed.

ASSOCIATE EDITOR (IW)

Candidate should have at least two years employment as an editor for a computer or related technical publication. Strong technical editing and project management skills required. Experience with Macintosh, multimedia, and personal computer hardware products a plus. Must be able to meet weekly deadlines.

SENIOR EDITOR (IW)

The successful candidate should have at least three years employment as an editor for a computer or related technical publication. Strong technical editing and project management skills are required. Experience with wide-area networking products and Unix essential. Must be able to meet weekly deadlines and manage technical analysts and test developers.

IDG Job Opportunities Update

Monday August 1, 1994

ASSOCIATE MANAGER - INTERNATIONAL RIGHTS AND LICENSING (IDG/B)
The ideal candidate will sell transition rights of our titles to international and new media publishers and book clubs. Individual will close deals, negotiate contracts and work closely with editors internationally. A minimum of two years in foreign subscription rights/licensing, ideally with trade or STM titles, required. Individual should have an international perspective and knowledge of the IS market and computer publishing. Foreign language preferred.

INTERNATIONAL MARKETING COORDINATOR (IDG/B)
The individual in this position will assist the international sales/licensing team with advertising, press releases and promotions. Candidate will define marketing support needs, create sales tools and training programs and write new product releases. 3-6 years experience in a hands-on product or channel support marketing role necessary. A Marketing, English or Journalism degree is necessary. Individual should possess an understanding of international business and DTP skills. Foreign language preferred.

HUMAN RESOURCES ASSISTANT (IDG/B)
The HR Assistant will provide support in functional areas of Human Resources including but not limited to recruitment and employment, personnel records, employee relations, benefits administration, training, OSHA, worker's comp and special projects. Responsibilities will also include maintaining personnel files, compiling statistics and answering routine personnel inquiries. BA or BS degree with a concentration in HR preferred. A minimum of two years experience required. Knowledge of Microsoft Excel and Microsoft Word necessary. Experience with Ceridian HRIS a plus.

OFFICE COORDINATOR (IDG/B)
The individual in this position will provide support in the areas of facilities, storage, mail, Human Resources administration and supplies. Duties will also include maintaining office machinery, ordering new equipment and maintaining an inventory database of all equipment and maintenance contracts. Candidate will supervise all mail operations, develop and maintain personnel files and assist with benefits and employment administration. This position requires a minimum of 2 years office coordination experience.

DIRECTOR, MIS (PCW)
This position is responsible for defining the Company's information processing strategy and for recommending, acquiring, implementing and maintaining computer and non-computer based systems to facilitate information sharing and management decision-making. Candidates should have a minimum of 5 years of management experience in systems design, IS project management and financing, and network architectures. Individual should have a current background in PC and Mac-based client/server environments. MS in Computer Science or equivalent preferred. Proven managerial and communications skills are required.

MANAGEMENT ASSOCIATE (PCW)
The 1994-1995 PC World/IDG Management Associates Program is a 9-12 month training assignment in the business-side of magazine publishing. Candidate will assist the President in developing competitive analyses and in researching the level of financial commitment, resources, and marketing strategies required to bring new publishing-related business ventures to market. Most Associate positions are filled directly through on-campus recruiting. At the close of these training assignments, Associates are placed in competition for line positions within PC World and IDG.

IDG Job Opportunities Update

August 1, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Manager, Financial Planning & Analysis	Boston, MA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Marketing Manager - NW Unplugged	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Test / Reviews Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst	New York	D. Bernardi	(508)935-4361
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Human Resource Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	Account Executive	Framingham, MA	S. Perry	(508)820-8160
CWI	MARCOM Project Manger	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VAR Database Account Exec.	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	Programmer Analyst	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	G. Acquafresca	(508)935-4282
RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	P/T Syndicated Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Lotus Notes Specialist	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Executive Editor/Design	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editor / Designer	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Associate Mgr. / Int'L Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622

IDG Job Opportunities Update

August 1, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Human Resources Assistant	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Office Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	P/T Merchandisers (5)	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	P/T Direct Sales Representative	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistants (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Systems Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW/Lotus	P/T Sales Coordinator	Boston, MA	K. Fantoni	(508)935-4531
PCW	Customer Service Specialist	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Group Publisher	Multimedia Group, San Francisco, CA	R. Marino	(415)978-3383
PCW	Chief Financial Officer	San Francisco, CA	P. Kenealy	(415)978-3101
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW/Lotus	Editor-In-Chief	Boston, MA	K. Fantoni	(508)935-4531
PCW	Project Marketing Mgr./Key Accounts	San Francisco, CA	H. Martin Maier	(415)978-3302
PCW/Lotus	Assistant to the Publisher	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Design Associate	Multimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Assistant Production Manager	Multimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Multimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
PCW	Receptionist	IDG Central Services, San Fran,, CA	P. Murphy	(415)978-3365
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Advertising Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic, Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

FEDERAL COMPUTER WEEK

continued from page 1

"The Internet is what's happening," said Brewin, editor-at-large for *FCW* and co-author of the hacker article. "The story highlighted the lack of security on the Internet that affects not just DOD networks, but universities and commercial providers as well," he said. "It causes great concern about the integrity and safety of the much-vaunted information highway."

"We knew it was a good story when we put in on the front page," said **Joanne Connelly**, managing editor of *FCW*. "Covering government policy as heavily as we do, we often see the general press picking up our stories. But we don't often end up on the front page of a major daily like the *Times*."

Connelly said *FCW* was most appreciative of *The New York Times*' willingness to credit *FCW* as its source. "We work very hard and our reporters are experts in their fields. They deserve the credit," she said.

Thanks to Joanne Connelly and Carolyn Duffy Marsan for contributing this article.

CALENDAR

CHINA COMPUTERWORLD EXPO
Aug. 9-13
Beijing, China

AUTOCAD
Aug. 30-Sept. 1
Oslo, Norway

STUDENT COMPUTING
Sept. 7-9
Oslo, Norway

MAXI DATA EXPO
Sept. 9-11
Stockholm, Sweden

OBJECT WORLD/SYDNEY
Sept. 13-16
Sydney, Australia

MGMT. PUBLISHING INSTITUTE
Sept. 19-21
Stonehedge Inn
Tyngsborough, Mass.

For the 11th year in a row, IDG is proud to bring you the:

INTERNATIONAL Photo Calendar Contest

The **IDG International Photo Contest** is back again! Submit your photos and have your masterpiece displayed ALL OVER THE WORLD!

HOW DO I ENTER?

It's as easy as 1-2-3!

1. Submit up to 2 color or B&W glossy prints or 35mm slides clearly labled with:
    - your name
    - business address
    - telephone number
    - photo title
2. Submit photos as developed, without re-touching.
3. ENTRIES MUST BE RECEIVED BY **SEPT. 16, 1994.**

Please send entries to:

Kelly Lynch
IDG Human Resources
5 Speen Street
Framingham, MA 01701
USA

Please refer questions to:

Kelly Lynch
508/ 935-4416; e-mail K.LYNCH

A panel of IDG representatives will choose the 12 outstanding photos for the 1995 calendar!

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

HORAN

Peter Horan and **Mike Rogers** have been named as MSD's new executive team. Peter, named president of MSD, has been with the company since 1991. His involvement in technology advertising and marketing dates back to 1977, and prior to joining MSD, Peter served as senior vice president and group director for Ogilvy & Mather/Los Angeles where he was responsible for the Microsoft account.

Mike, who is assuming the position of executive vice president, came to MSD in 1992 from Lintas Worldwide where he was senior vice president and management supervisor. Mike has extensive experience with travel, retail and packaged goods product categories and while at Lintas managed the IBM account.

"Peter and Mike contributed mightily to IDG's growing momentum in the market and our continued efforts to provide more sophisticated marketing solutions to our top customers," said IDG Vice President **Kelly Conlin**. "This promotion simply extends the leadership they have already demonstrated so ably." Conlin and IDG Vice President **Val Landi** will continue contributing to MSD's efforts in the U.S. but will focus their attention on Europe where they plan to announce a new European marketing organization this fall.

NEW EMPLOYEES

Loren Loverde is an analyst in IDC West's Latin American research department. Loren graduated from the University of California at Santa Barbara with a BS in physics and outside the office plays soccer and goes white water rafting.

Alice Dragoon joins *CIO* as an associate editor. Alice worked as the campus editor for the New England Conservatory of Music where she was responsible for public relations, fundraising and admissions publications. She received her BA in English from Dartmouth College and enjoys gardening and paper marbling.

Previously service manager for CRS in San Jose, Calif., **Dave Casini** is a performance analyst for *PC World*. Dave earned his AA in electronics from Chabot College, his BA in music from Cal State Hayward, and trained at Novell to become a certified network engineer. In his free time Dave enjoys listening to music.

LEVENDUSKI

Patti Levenduski has joined IDG Books in San Mateo as a human resources manager. She received a BS in psychology from Douglas College and an MS in human resources and industrial relations from Rutgers University, and most recently served as human resources director for RAM Mobile Data in Woodbridge, N.J. Patti holds a black belt in Isshinryu Karate and is an accomplished equestrian and national horseshow judge.

Macworld welcomes two new employees. Most recently reseller sales manager for *Macromedia*, and a three-year Ziff Davis veteran, **Lisa Weisburg** has joined*Macworld* as a mail order account manager. Lisa graduated from San Jose State University with a BS in business/communications.

Lois Brennan is national account manager handling outside sales for Washington and Northern California. She earned her BA from Ripon College in Ripon, Wis., and enjoys all outdoor activities, especially biking and hiking.

IDG WORLD UPDATE

D'AURIA

Tom D'Auria is the general manager for ComNet at IDG World Expo. Tom most recently served as vice president for SMA Management Systems. As a Fellow in the Association for Computing Machinery, Tom was honored with an Oustanding Contribution Award. Tom attended Brooklyn Polytechnic Institute where he earned his BA in mathematics.

Alexandra McKeever has been hired as an inside sales representative for EMS and will be responsible for selling the group's online system to businesses. Alexandra graduated from the University of Arizona and her favorite pastimes include gardening, traveling and exploring the back roads of California.

RESPONSE TECHNOLOGIES EMPLOYEES JOIN IDG

IDG welcomes the employees of Response Technologies who will be relocating to the Framingham area with the Computerworld Database Division this fall:

Charles Coleman, president; Jaye Tyler, COO; Tom Lamoureux, IS director; Pete Sheehan, programmer; account executives Lisa Fuller, Karen Pinsky and Kristen Scala; Deborah Tavitian, traffic production manager; Bob Craig, telemarketing manager; Shawn Brown, fulfillment coordinator; Tiffany Clementine Jawor, administrative assistant; Chris St. George, inbound telemarketing supervisor; Paul Farias, outbound telemarketing supervisor; Michael Taylor, accounting/inbound telemarketing representative; inbound telemarketing representatives Lisa Lavimoniere, Tracy Anderson and Jennifer Brickhill; and part-time employees Patty Ciampi, Tiffany Meredith Jawor, Barbara Pare, Diana Furtado, Ray Mederios, Bethany Johnson, Nancy Pocha, Mellisa Pocha, Margaret DeMell and Monica LaStaiti.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Shirley Day-Kohn - IDG Germany

SIXTEEN YEARS
Karl Heinz Zimmerman - IDG Germany

FIFTEEN YEARS
Renate Kretz - IDG Germany

FOURTEEN YEARS
Ursula Pusch - IDG Germany

ELEVEN YEARS
Georg Sing - IDG Germany

TEN YEARS
Richard Kazmirchuk - LTI/Canada
Morten Hansen - IDG Norway

EIGHT YEARS
Rosemary Kraemer - PC World
Christopher Cuoco - Computerworld
Catherine Olzchanech - IDG France

SEVEN YEARS
Molly Leung - IDG Hong Kong
Reinelle Hicks - InfoWorld
Roseann Labruno - InfoWorld
Janet Morita - IDG World Expo
Anita Trembley - Computerworld
Yoshimoto Matsuura - IDG Japan
Debra Brown - IDC
Gerald Tanham - IDC

SIX YEARS
Scott Finlay - Network World
Ellen Sanderson - IDG
Megan Santosus - CIO
Alana Korda - Tech Media Publishing
Julie Del'Hommeau - IDG France

Employees Down Under Show Off Their Winning Wares

IDG WORLD UPDATE

WHERE DID ALL THE FRISBEES GO? NOW WE KNOW! *For the past four years, their names have graced the page listing the winners of IDG World Update's cartoon caption contest. Here are those crack(ed?!) members of IDG Australia's display advertising team proudly showing off just a few of their winnings. (From left:) Barry Sanders, Richard Mergler, Gayle McElroy, Jon Lesjak and Christine Gould.*

FIVE YEARS
Lincoln Spector - PC World
Lisa McKeon - InfoWorld
Karen Moltenbrey - Network World
Kelly Conlin - IDG
Elriede Tenbieg-Mutert - IDG Germany
Gabriele Lange - IDG Germany
Dr. Michael Klein - IDG Germany
Josef Gruber - IDG Germany
Gry Aspaas - IDG Denmark
Stéphane Gautier - IDG France
Phyllis Nazarian - IDC

FOUR YEARS
Richard Marino - PC World
Elizabeth Blais - CIO
Marie-Christine Serou - IDG France
Mihály Kenczler - IDG Hungary
Lisa Ladle - Macworld
John Rousseau - Infotainment World

THREE YEARS
Tina Templin - InfoWorld
Jennifer Jones - Federal Computer Week
Keith Henry - IDC U.K.
Junichi Togashi - IDG Japan
Annika Björnsdotter - IDG Sweden
Susann Maß - IDG Germany
Peter Hvidtfeldt - IDG Denmark
Magdi Makara - IDG Hungary
Tiziana Parma - IDG Italy

TWO YEARS
Alan Abrams - PC World
David Wu - IDG Hong Kong
Brian McMillen - IDG Books
Lisa Kirchoff - Federal Computer Week
Ola Fors - IDG Sweden
Jutta Ruppert - IDG Germany
Brian Pedersen - IDG Denmark
Marco Boer - IDC
Carmen Mangion - Infotainment World

ONE YEAR
Zornitza Stefanova - PC World
Emily Gin - IDG Hong Kong
Chris Williams - IDG Books
Shannan Gehring - InfoWorld
Julie Black - EMS
Jeffrey Silha - IDG World Expo
Jodi Cohen - Network World
Magnus Lindgren - IDG Sweden
Ricardo Pieroni - IDG Argentina
Cynthia Koral - Macworld
Carol Glasheen - IDC
Lonnie Forbes - Infotainment World
Fred Paul - Infotainment World
Toralv Ústvang - IDG Norway

CELEBRATING 10

Ed Acly

HOMETOWN: Southbridge, Mass. Grew up in the Boston area.

JOINED IDG: 4/2/84 as a senior research analyst at IDC

PROFESSION: Director of software research at IDC

MOST CHALLENGING PART OF YOUR JOB: Separating reality from market hype. It is my job to serve as an instrument for customers, technology adopters and IS groups to interpret the messages that vendors put forth.

BEST PART OF YOUR JOB: Helping customers to solve their problems.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Clearly no. Before I came to IDC, I had never been anywhere for more than five years.

WHY DO YOU LIKE BEING AT IDG? The ability to build your own job. It is a very fluid environment and nobody stands around and tells you how to do your job. We must satisfy the customers' needs, but the way that is done depends on an individual's own entreprenuerial style.

INTERESTS OUTSIDE THE OFFICE: Photography, gardening and the stock market.

I JOINED IDG BECAUSE: Having worked in the industry as a project manager for IS organizations for over 14 years, I was ready for a change.

FANTASY JOB: Working as a brewmeister.

ED ACLY (LEFT) JOINED IDG CHAIRMAN PAT MCGOVERN FOR *dinner at the Ritz-Carlton in Boston in celebration of his 10th year.*

WORDS TO LIVE BY: "If it isn't broken don't fix it."

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE? Raising children and helping them to set and achieve their own goals. I have two daughters, ages 14 and 18.

DREAM DESTINATION: Winters in the Caribbean. It would be good for the spirit but I don't know if the economics would justify an office there.

MANAGER'S PROFILE: "I see Ed as a true guru of the software industry. His specialty is in bringing a real-world perspective to clients exploring new technology. In a world of relentless vendor hype, Ed has proven himself to be a one man truth squad."
-Frank Gens, vice president of technology assesment

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 5,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 200 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 32

August 8 , 1994

TECHMEDIA PUBLICATIONS LAUNCHES PLANET STUDIO FOR AUTODESK PRODUCT USERS
PAGE 2

SECOND ANNUAL TECHNOLOGY TRENDS BRIEFING SESSION SLATED FOR SEPTEMBER
PAGE 5

PAT MCGOVERN HELPS CHINA COMPUTERWORLD EMPLOYEES CELEBRATE ANNIVERSARIES
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

InfoWorld, IDC and IDG World Expo Team Up for 1994 *InfoWorld* NII Poll

Input from *InfoWorld* readers — the individuals who are on the front lines of the IS buying process for corporations — is the missing link in U.S. Vice President Al Gore's billion dollar initiative for the National Information Infrastructure (NII), according to *InfoWorld* Publisher **Bob Metcalfe**. Enter the 1994 *InfoWorld* NII Poll, which Metcalfe says will reroute Gore's information highway onto the right track.

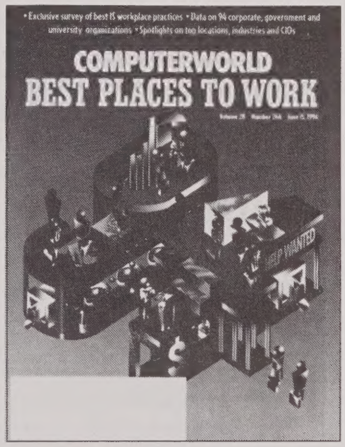
> *"Most of all we need market research on buyers. This could be a significant contribution."*
>
> **- Bob Metcalfe**

"The right track is, I'm sure, whatever *IW* readers, more than anybody else, want it to be," Metcalfe said. Metcalfe feels that of the various uses for NII, commerce should rank ahead of health, education and welfare. Metcalfe traveled to Washington, D.C. and enlisted the input and support of some of the Clinton/Gore administration's top technology and economic authorities in the formation of the

•CONTINUED PAGE 5•

CW's Workplace Issue Yields Triple Benefits

During the past year or so, *Computerworld*'s editorial, circulation and recruitment advertising departments independently tinkered with the idea of producing a special issue on the best work environments for information systems professionals. Their yearnings converged this past June, and the first *CW Best Places to Work* issue has been hailed by readers and advertisers alike.


• Exclusive survey of best IS workplace practices • Data on 94 corporate, government and university organizations • Spotlights on top locations, industries and CIOs
COMPUTERWORLD
BEST PLACES TO WORK
HELP WANTED

The 60-page issue ranked the 94 public and private organizations in the U.S. that deliver a challenging work environment, access to the latest technology, competitive salaries and varied benefit packages. Companies were listed among nine industry segments, including financial services, telecommunications and computers, manufacturing and education. An outside research firm conducted the two-tiered survey, assessing publicly available information about the companies and asking IS employers to rate their peers within the industry.

In addition to the rankings, there are related stories on IS employment issues and trends as well as profiles of the industry segments and top IS organizations. One of the guest columnists was none other than John Cleese, the former Monty Python comedian-turned-management training film coach, who wrote a piece on motivating employees.

In addition to being the first time a *CW* special issue focused on outstanding workplaces, *Best Places to Work* was distinctive for another reason: it was supported entirely by recruitment advertising. Thirty-one full page or half page advertisements appeared in the issue. The style of advertising also represented a step towards moving recruitment advertising beyond notices for specific jobs and giving companies the opportunity to talk more about their image in the advertising.

"We were pleased not only to sell recruitment advertising, but also to see the magazine deliver multiple benefits," said Marketing Director **Derek Hulitzky**. "It delivered value to the people who are hiring IS professionals, it enabled the reader to learn about workplaces that are considered exceptional, and it's being used to build *CW*'s circula-

•CONTINUED PAGE 2•

IN BRIEF

TechMedia Launches *Planet Studio* Newsletter

• Premiere Issue • Exclusive 3D Studio 4.0 Preview!

PLANET Studio

Auto-Magic: New IPAS 3 Add-Ons

The premiere issue of TechMedia's newest publication was unveiled last month at SIGGRAPH '94, one of the computer graphics and interactive technology industry's leading trade shows. *Planet Studio* is a bi-monthly newsletter targeting users of Autodesk® multimedia products including 3D Studio, Animator Pro and Texture Universe.

"Autodesk's multimedia products have a tremendous following," said *Planet Studio* editor **Barbara Gefvert**. "The creative people who use them are crying out for product-specific information and inspiration. *Planet Studio* is responding with insightful articles and helpful resources specifically geared to their needs."

Issues of *Planet Studio* in a condensed, lead-in format were distributed at the *Digital Video* and Autodesk booths on the SIGGRAPH show floor. More than 5,000 copies were distributed between the two booths, and initial response to the publication was very positive.

Beginning with the October issue, *Planet Studio* will run as a 16 page, four-color newsletter. It will provide readers with spotlights, reviews, hints, tips and techniques on Autodesk products. *Planet Studio* will be available to the 40,000 Autodesk users through paid subscriptions and will solidify TechMedia's interest in this dynamic market.

Cerebro/PC World Portugal Hits Record at Newsstand

Cerebro/PC World Portugal, a publication of Socedite, Sociedade Editorial, Lda., one of two IDG licensees in Portugal, reported record sales for the April '94 edition. The only computer magazine to have its sales audited, *Cerebro/PC World* cornered over 75% of the market, selling 5,250 issues at newsstands around the country. "These results consolidate even more the position of *Cerebro/PC World* as an outstanding leader among the computer magazines in Portugal," said Advertising Director **João Geirinhas**.

With a combined circulation of 7,500 including newsstand, subscription and complimentary copies, the publication reaches close to 25,000 readers each month.

COMPUTERWORLD

continued from page 1

tion," he said.

Best Places to Work was sent out as a premium to entice new subscribers in a full-blown subscription test at the end of June. Results are not yet final, but preliminary results look very strong, said Vice President of Circulation **Gail Odeneal**.

"We've been trying to develop editorial products we hope would appeal to subscribers' need for personal career growth," she said. *Best Places to Work* fits this criteria in the same vein as *CW*'s annual salary survey, which has pulled in good results as a premium for the past two years.

On the editorial side, Editor **Michael Sullivan-Trainor** said there has been a lot of positive feedback from people who are interested in the issue from a benchmarking standpoint. "These employers want to make sure they are working towards best practices," he said. "They think they're doing a good job [of providing a good work environment for IS employees], but they can't really compare themselves to others." *CW*'s survey, conducted by a neutral third party, gave them a perspective on how they measure up.

In the end, teamwork made *Best Places to Work* a reality. According to Sullivan-Trainor, Managing Editor **Cathy McCrorey** did a "great job" coordinating with the art, editorial and recuitment ad departments. "It was a hard sell for the recruitment team, since there wasn't anything tangible for them to take with them to show their clients," he added.

Sullivan-Trainor filled the gap by keeping the recruitment salespeople posted on editorial developments. He said he collected a lot of good ideas by working closely with Product Manager **Pauline Smith** and talking to employers attending *CW*'s Technical Recruiters Conference in June. "That put things in focus for me and sharpened ways to present the information," he said.

With the help of *CW*'s public relations firm, Marenghi & Howlett, the results of the workplace survey ran in the *Miami Herald* and *Investors Business Daily*, and *CW* Editor **Paul Gillin** wrote an article on the topic for *HR Magazine*.

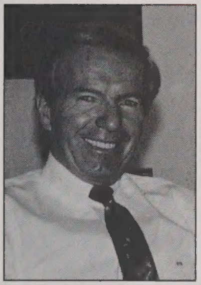
ADDRESS BOOK ADDITIONS

Alejandro Lastreto, assistant general manager
PC World Uruguay
Microcosmos S.A.
Ituzaingo 1389
Montevideo 11,000
Uruguay

Telephone: +598-2-963138
Fax: +598-2-963278

New phone and fax for *PC World Pakistan:*
Telephone: +92-42-5711147
Fax: +92-42-5710277

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q IDG's profits have been way ahead of plan this fiscal year. How was IDG's performance for the third quarter? Do you expect the pace to continue?

A Third quarter revenues came in 15% over plan with total operating profit exceeding plan by 41%. Although we would be delighted to see this trend continue, we don't expect the third quarter pace to carry over into the fourth. Based on current projections, we expect revenues to be slightly over plan and operating profits will be well above plan in the fourth quarter.

As financial planning for next year's budget winds down, what are the projections (generally speaking) for market conditions in the U.S., Europe, Asia/Pacific, Latin America and Africa. Is the slump of the past year or so officially over?

Looking out to FY95 the overall economic picture is certainly more promising than it was at this time a year ago. The U.S. economy will continue to grow at a moderate pace - in the range of 3.5% real growth, and at long last we are now seeing the beginning of a recovery in Europe which has been mired in recession for two long years. The Asia/Pacific and Latin American regions in general should continue the positive growth trends of recent years, although at a more moderate rate.

IT spending should be a major beneficiary of a pickup in worldwide growth. Trends that have evolved in the U.S. over the last few years, such as downsizing and restructuring, have taken hold elsewhere, particularly Europe and Japan. The result has been increased spending on IT in an effort to reduce overall labor costs, enabling global companies to be much more price competitive in world markets and have a positive impact on worldwide inflation.

Just as the last fiscal year was dubbed "The Year of the Yield," business units have been encouraged to focus on their ad/edit ratios during FY94. How is this going?

In general there has been an overall improvement in ad/edit ratios. All of the major U.S. publications increased their ad/edit ratios. Outside of the U.S., 70% of our *PC World* publications increased the ratio while *Computerworld* and *Macworld* publications were less successful due to overall market conditions, weakness in the product line, or legal restrictions which mandate a maximum ad/edit ratio. The general improvement is reflected in FY94 operating profit which we presently forecast will be up 65% over FY93.

Could you outline what's involved in managing IDG's investment portfolio? Does it take up a substantial amount of your time each day, compared to your other responsibilities?

The investment portfolio does not take up a great deal of time. What does take time is simply staying abreast of changes in the financial markets. Anyone not in hibernation during the months of February and March saw what can happen when the Federal Reserve Bank decides to push up interest rates. Worldwide bond markets were in turmoil as traders who had borrowed short term to invest long term were clobbered as short rates went up and long term bond prices collapsed — billions were lost in the rush for the exits!

You'll be happy to know that the maturities of the IDG portfolio are structured so that 54% is invested short term (less than one year) and the balance has an average maturity of 5.2 years. We are now benefiting from the pickup in short term rates and fortunately never suffered the price erosion witnessed in long term bonds (20-30 years).

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

SPOTLIGHT

IDG Corporate Telecommunications Support Group Provides Rapid Response

IDG World Update *interviewed **Jane Creighton**, corporate director for IDG's Telecommunications Support Group, about her department's responsibilities.*

Q Where is your business unit located and how can IDG employees contact you ?

A The IDG Corporate Telecommunications Support Group is housed at Computerworld in Framingham, Mass., because of the large number of telephone lines in the Metro-West area, but provides support to business units around the U.S. The group can be reached 24 hours a day, seven days a week at daytime tel: 508-879-0700 x512; evening/weekend tel: 508-879-0700 x740; pagers: 508-622-9060/1205; fax: 508-820-8520.

When was your division established and what niche does it fill within IDG's corporate structure?
The Telecommunications Group was established in 1988 to provide support to IDG business units. Although IDG is a decentralized company, so many independent and shared offices exist that a centralized service for telecommunications is necessary. For instance, the regional sales offices around the country do not have the resources to provide their own telecommunications services.

How many employees staff your business unit and who are the key contacts in your department?
Five employees including myself comprise our department: Telecom Specialist **Earlene Sabin**, and Telecom Analysts **Maureen Roberti**, **Denise Bove** and **Zena Savage** keep IDG's telecommunications systems running smoothly.

What are the specific functions of the Corporate Telecommunications Support Group?
IDG Telecom provides turnkey purchase, installation and remote support of software and hardware for 15 private branch extension (PBX) systems and voice mail, as well as mobile telephone purchase and service for U.S.-based operations. The group also purchases fax machines, copiers and modems for IDG business units. The department supports systems for close to 700 IDG employees.

What is the greatest challenge your department faces?
Providing immediate response and service to all of our clients and making everyone happy 99% of the time.

What is your business unit's greatest asset?
The Telecom department has a vast reservoir of experience and knowledge and because the staff members are IDG employees, the department has a distinct advantage over outside companies that perform similar services. Outside companies rarely make the effort to know each individual client and cannot adjust to instantaneous requests. IDG is an entrepreneurial company and our clients are very intelligent, creative and demanding of the highest quality service. To paraphrase one of IDG's corporate values, only by knowing and being close to our clients, their desires, concerns and idiosyncrasies, can first class service be provided.

CARL MARCHI

THE INDIVIDUALS RESPONSIBLE FOR KEEPING TELECOM *systems up and running for U.S.-based business units are (front l-r): **Earlene Sabin**, telecom specialist; **Zena Savage**, telecom analyst; (back l-r): **Maureen Roberti**, telecom analyst; **Denise Bove**, telecom analyst. Corporate Director **Jane Creighton** is not pictured.*

What makes the services you provide unique?
We know what our clients require, sometimes before the client does, and we serve those needs with a dedication no outside group could duplicate. We will serve a client even when the problem is not located on our premises. For example, we received a call at 10:00 a.m., on August 2, from a World Trade Center executive alerting us that all of the AT&T and Nynex calling card telephones at MACWORLD Expo were down. Our department immediately placed two calls, one to AT&T and one to Nynex, and had 30 telephones back up by noon. The remaining phones were up and running by the end of the day. Although these were not our lines, we provided service because IDG companies were involved.

SECOND ANNUAL TECHNOLOGY BRIEFING SESSION SLATED FOR SEPTEMBER IN SAN FRANCISCO AND FRAMINGHAM

The second annual Technology Trends Briefing Session for IDG sales, marketing and research professionals will focus on market trends and vendor strategies. The one-day programs, organized by Martha Stephens, VP/IDG Human Resources and Don Best, VP/IDC Consulting, will be held in San Francisco on Thursday, September 8 at the Westin St. Francis, and in Framingham on Monday, September 26 at the Holiday Inn Crowne Plaza. Sessions will run from 8:30 a.m. until 5:30 p.m. and include lunch.

Four functional area segments will be presented by IDC experts:

- **Multi-User Systems and Servers (mid-range to mainframes)**
- **Software (desktop and enterprise applications and operating systems)**
- **Networking (voice, data, public/private, equipment/services)**
- **Desktop Computing (hardware market, enterprise, stand-alone, mobile and SOHO markets)**

Each of the functional area presentations will cover:

- **state of the market**
- **technology overview**
- **strategic market issues (i.e., implications of Power PC)**
- **major vendor strategies**
- **current issues analysis (i.e., mergers, technology convergence)**
- **distribution channels**
- **predictions for 1995**

A Vendor Scorecard Roundtable featuring all speakers will wrap up the session. The top 15-20 vendors will be reviewed in an interactive session allowing the audience to pose questions on particular accounts.

ENROLLMENT DEADLINES:
August 25 for the San Francisco session on September 8
September 12 for the Framingham session on September 26

PROGRAM FEE:
There will be a chargeback for each attendee as this program is organized as a break-even event. The organizers guarantee the charge will be no more than $500 per attendee. The fee may be less based upon the number of attendees. (The 1993 program chargeback was $350 per attendee.)

REGISTRATION:
Please contact Matt Somers at IDG Human Resources:
cc:mail: somers, matt Btalk: M.Somers
phone: 508-935-4514 fax: 508-935-4600

To register please provide participant's name, title, company, telephone/email contact information, manager's name, and account to be charged.

Confirmations with agenda and directions will be sent to each attendee

1994 NII POLL

continued from page 1

survey. He plans to return to the capital with the survey results and is currently exploring potential forums to present the market data.

The survey attempts to succeed where other task forces have fallen short. The 27 appointees to Gore's NII Advisory Council represent a wide spectrum of public interest, research and non-profit influentials but do not include a single individual involved in purchasing information systems for companies. Metcalfe suggests expanding the group to two to three times its present size to include buyers whose decisions will grow companies and thereby grow the U.S. economy.

"We need input from CEOs and public interest groups and universities, but most of all we need market research on buyers. This [*IW*s poll]could be a significant contribution," Metcalfe said. *InfoWorld* has designated $30,000 for IDC researchers to conduct a poll of randomly selected *IW* readers to determine, among other things, interest in the information highway and thoughts on how to finance the infrastructure. The poll was designed with input from *IW* readers and executed by IDC under the direction of **Dave Moschella**, senior vice president of worldwide research and **Carol Page**, manager of primary research.

Accurate demographic information and a target response rate of over 50% will distinguish the study from its predecessors. One study recently completed by the American Electronics Association (AEA), the largest technology trade organization in the U.S., polled only high-level managers who were AEA members by means of a written poll with a response rate of under 15%.

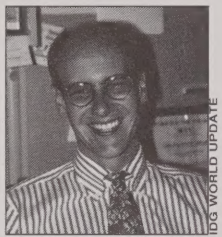
Telephone interviews began July 25 and will continue through mid-August. One week into the survey, IDC notes a response rate of well over 50% and a lot of enthusiasm from respondents.

According to Show Manager **Jeff Silha**, the results of the study will be presented by Metcalfe at the premiere of IDG World Expo's Information Superhighway Summit on September 26-28 in San Jose, Calif. *InfoWorld* will run a feature story on the poll in its September 26 issue to coincide with the Summit.

NOTEWORTHY

PROMOTIONS

IDC announces the promotions of **Marco Boer** and **Alyson Frasco**. Marco has been promoted to research manager and Alyson to analyst for the Printer program.



IDG WORLD UPDATE

BOER

Marco was recognized in part for producing IDC's first worldwide printer report, helping secure CIS accounts, and delivering revenue-generating presentations to advertising agencies. "Marco has done a great job in terms of customer satisfaction, research, and revenue generation," said Director/Printer Research Group **Angele Boyd**. "His superior inkjet/low-end laser market knowledge and wonderful can-do attitude have enriched customer satisfaction and generated revenue."

IDG WORLD UPDATE

FRASCO

In the past year as an associate analyst, Alyson has written a number of bulletins and reports and produced a study on network printers and adapters that generated almost $9,000 for IDC. Her background in physics facilitates her grasp of technical issues, and "Alyson has added a very valuable dimension to our research," Boyd said.

Network World announces two promotions. **Carol Lasker** has been named Eastern regional sales manager. Carol, who has ten years of experience covering networking systems integration and end user computing for publications including *Network Computing*, *CSN* and *SRDS*, will work out of New Jersey. "Carol's energy and intelligence uniquely qualify her to lead *Network World*'s eastern sales team," said Vice President. Ad Sales Director **Tom Wilson**. "Her impact on the market has been undeniable both as a former competitor and as an advocate for *Network World*."

Donna Pomponi, who joined *Network World* one year after its inception, has been promoted to senior district manager for the New England region.

NEW EMPLOYEES

InfoWorld rolls out the red carpet for three new employees. **Ana Orubeondo** has been hired as a technical analyst in the Testing and Reviews department. Ana is studying electrical engineering at Computer Information Systems and enjoys a number of outdoor activities including water skiing and camping.

Greg Johnson, previously a value-added reseller and certified NetWare engineer for C&G Systems, has been hired as a test developer for the Enterprise Group. Greg studied computer science, technical writing and English at Cabrillo College and in his spare time cruises the Internet, writes, and travels with his family.

John Hemsath is director of custom publishing, overseeing development, sales and management of custom publishing projects. Prior to joining the magazine, John was district manager/Northern California for *Information Week*. He earned his BS in chemistry from San Jose State University and enjoys golf, travel and cooking.

RAO

Swati Rao joins *PC World* as a special assistant to the president. As a sales group manager for Let's Go, Inc., Swati was responsible for advertising for the *Let's Go* travel guides and *The Unofficial Guide to Life at Harvard*. She received a BA in psychology from Harvard and plays tennis in her free time.

IDG Books Worldwide heralds the arrival of a host of new employees in its offices around the country. **Katherine Schmidt** has signed on as an assistant editor for the Programmer's Press Division in Braintree, Mass. Katherine recently graduated from the University of Massachusetts with a BA in history and counts tennis and scuba diving among her outside interests.

Kathy Welton is vice president and publisher for IDG Books' new division in Chicago, Ill., Business Press. Kathy earned a BA in English from Stanford University and enjoys volleyball and gardening.

Scott Dyer is responsible for data entry and customer service for IDG Books in Indianapolis. Scott attended Indiana State University and IU/PUI and his hobby of choice is tinkering with computers.

A recent graduate of Mills College, **Susan Davis** has been hired as an executive assistant to John Kilcullen and Terri Edelman. Susan has a BFA and enjoys hiking, multi-media and oil painting.

Previously marketing director for the Pacific Athletic Club, **Allison Behr** is marketing coordinator for the San Mateo office. She double majored in English literature and creative writing and minored in journalism at Mills College. Outside the office Allison enjoys going backpacking.

Cornelia King is another new member of the San Mateo team as an administrative assistant. Cornelia attended the SRJ College for Secretarial Techniques and counts reading and learning the Mac among her favorite pastimes.

Rick Groves has been named district manager for *Network World*. A 10-year publishing veteran, Rick comes to *NW* from *Datamation* magazine. His territory will include New York, New Jersey and southern Connecticut.

TRANSFERS

Formerly an illustrator for IDG Sweden, **Jonas Höglund** is a special assistant to the president at *PC World*. Jonas attended RMI-Berghs in Stockholm where he studied graphic design. His leisure time pursuits include golf and skiing.

ETCETERA

Carolyn Copp, director of sales and marketing for IDG Newsletters/Lotus Publishing, recently completed her MBA at Boston University. Carolyn was previously marketing director for *Laser Focus World* magazine at PennWell Publishing and senior marketing manager at Addison-Wesley Publishing Company. She received her BA from Colby College and is on the Board of Directors of the Concord Youth Theater.

IDG Job Opportunities Update

Monday August 8, 1994

ADMINISTRATOR, EXECUTIVE PROGRAMS (CIO)
The individual in this position will be responsible for data entry, report generation, mailings, on-site conference support, inventory control and administrative support for Executive Programs' staff. MAC experience necessary. Knowledge of FileMaker Pro, Word, and Excel preferred. Travel required.

EDITORIAL ASSISTANT (NW)
Network World's Editorial Department is looking for an experienced Editorial Assistant to work full time for 6-8 months to cover a medical leave of absence. Candidate should have 3-5 years of support work experience with knowledge of Lotus spreadsheets. Responsibilities will include arranging meetings, making travel arrangements, tracking budget and expenses, and processing all payroll related paperwork. Management experience a plus.

ADMINISTRATIVE SALES ASSISTANT (CWI)
This position requires a candidate with strong communication skills. A minimum of two years administrative experience, including knowledge of word processing, spreadsheets and data entry is necessary. Excellent customer service skills are required.

ADVERTISING SALES ASSISTANT (CWI)
The selected individual must have excellent telephone skills. PC proficiency and strong organizational and interpersonal skills are necessary. Must be able to prioritize. Working knowledge of AmiPro and Freelance Graphics software preferred. Individual will be a member of the support team assisting three district managers and a regional VP in all phases of the advertising sales process.

SYSTEMS ADMINISTRATOR (CWI)
The successful candidate will manage the daily operations of a multi-platform computer room. Individual will perform daily back-up of all major computer systems, monitor remote dial-up stations and manage the E-mail and Internet systems. 2-3 years computer operations experience with emphasis on the following systems-hardware is essential: IBM RS6000, DOS PCs, MACs, Routers, bridges, TCP/IP, and 10 Base T. Knowledge of the following operating systems is necessary: IBM AIX 3.25, DOS 3.X-6.2, Novell 2.IS-3x, MAC system 7, SUNOS and NOTES.

PROGRAMMER / ANALYST (RTI)
Response Technologies is looking for a Programmer/Analyst to join the Information Services team. Candidate will develop and maintain client applications in FoxPro (DOS and Windows). Responsibilities will include generating client fulfillment and providing technical support to the staff . 1-3 years experience programming in FoxPro/dBase required. Demonstrated design and analysis skills essential. BA/BS required. Computer Science degree a plus. Novell experience and hardware support experience preferred.

DIRECT SALES REPRESENTATIVE (IDG/B)
The individual in this position will provide direct sales and marketing for the sale of IDG Books into the education markets; to include, Universities, Community Colleges, Secondary, Elementary and Trade Schools. Candidate will drive sales activity to assigned geographic regions through direct use of telephone, including follow-up on identified leads and cold calling prospects. Duties will include processing all sample requests from current and prospective customers. Experience in business to business or education sales required. College degree preferred. Teaching experience a plus.

ASSOCIATE EDITOR (PCW/BOSTON)
The successful candidate will edit and write features for PC World Lotus Edition and other editorial projects in PC World's Boston office. This position requires a background in computer press, strong journalism skills and a thorough understanding of technology. Knowledge of 1-2-3 and other Lotus applications, spreadsheets, and networks preferred.

ADVERTISING ACCOUNT MANAGER (MULTIMEDIA WORLD/PCW)
Ideal candidate will be responsible for advertising sales, advertising prospecting, customer support, report generation, and credit clearance for accounts. Experience in selling ad space for a computer publication is necessary. Contacts in the computer industry preferred.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston/MSD	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Louise Reed	(508)820-8162
NW/CIO/IPS/List Services/Research Services	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
IDG Framingham, Reg. Offices	Elaine Ouellette	(508)935-4605
	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/LPC-PCW/IMS/ETA	Kathleen Fantoni	(508)935-4531
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0699
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Jamie Maroney	(317)895-5222

IDG Job Opportunities Update

August 8, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Manager, Financial Planning & Analysis	Boston, MA	S. Perry	(508)820-8160
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Marketing Manager - NW Unplugged	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Editorial Assistant (temporary position)	Framingham, MA	M. Cornetta	(508)935-4734
NW	Test / Reviews Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst	New York	D. Bernardi	(508)935-4361
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Advertising Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Administrative Sales Assistant	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	Human Resource Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	MARCOM Project Manger	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VAR Database Account Exec.	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	Programmer Analyst	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Lotus Notes Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	President	San Mateo, CA	M. Stephens	(508)935-4568

IDG Job Opportunities Update

August 8, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters (2)	San Mateo, CA	L. Schmid	(415)312-0566
IDG/B	Direct Sales Representative	Texas	M. Collins	(415)312-0647
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Office Services Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	P/T Direct Sales Representative	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistants (3)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Brand Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (5)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (5)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Advertising Account Manager	Multimedia Group, San Francisco, CA	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW/Lotus	P/T Sales Coordinator	Boston, MA	K. Fantoni	(508)935-4531
PCW	Customer Service Specialist	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Group Publisher	Multimedia Group, San Francisco, CA	R. Marino	(415)978-3383
PCW	Chief Financial Officer	San Francisco, CA	P. Kenealy	(415)978-3101
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW/Lotus	Editor-In-Chief	Boston, MA	K. Fantoni	(508)935-4531
PCW/Lotus	Assistant to the Publisher	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Design Associate	Multimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Assistant Production Manager	Multimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Multimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
PCW	Receptionist	IDG Central Services, San Fran,, CA	P. Murphy	(415)978-3365
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Advertising Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic, Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Zvonimir Lepusa - IDG Germany
Dagmar Pitschek - IDG Germany

ELEVEN YEARS

Mary Fanning - Network World
Ernest Chamberlain - Computerworld

TEN YEARS

Jay Novak - IDG World Expo

NINE YEARS

Tore Harald Pettersen - IDG Norway

EIGHT YEARS

Mervyn Langby - IDC Australia
Gary Rocchio - Research Services
Christine McCrorey - Computerworld

SEVEN YEARS

Ove Heggedal - IDG Norway
David Nobel - IDC Australia
Mary Fleury - Computerworld

SIX YEARS

Britt Wang Lõvvik - IDG Norway
Michael Cleary - IDC Australia
Steve Irwin - InfoWorld
Marlene Tobias - PC World
Marla Miyashiro - PC World

FIVE YEARS

Tom Helge Berglie - IDG Norway
Eric Cormier - IDG

FOUR YEARS

Pers Anders Amundsen - IDG Norway
Eilif Reiss - IDG Norway
Wendee Hayman - Advanced Systems

THREE YEARS

Osamu Honma - Macworld Japan
Takashi Endoh - Macworld Japan
Tonja Pritchard - IDG Norway
Bjõrn Alm - IDG Norway
Anita Andersson - IDG Sweden
Maureen Whiting - IDG World Expo
William Bernardi - IDG World Expo
Rachel Winett - IDG World Expo
Linda Burton - CIO
Andrew Mattus - InfoWorld
Wendy Sharp - Macworld

TWO YEARS

John Blair - IDC Australia
Anders Lottson - IDG Sweden
Doyle Russell - IDG
Justin Desmarais - IDG World Expo
Rob Ward - InfoWorld
Anja Thybo - IDG Denmark
Belinda Chlouber - Macworld

ONE YEAR

Sylvie Belkheir - IDG France
Adam Spowers - IDC Australia
Ross Trewartha - IDC Australia
Denice Richards - Computerworld
Jackie Murphy - IDG World Expo
Michelle Silverio - Research Services
Piper Fowler - IDG
Francis Duda - IDG World Expo
Warren Frank - IDG
Julie Compton - InfoWorld

China Computerworld Employees Celebrate 10th Anniversaries

PAT MCGOVERN PRESENTED ENGRAVED PEN AND PENCIL SETS TO (FROM LEFT)
***Liu Yaying**, **Li Xiuqin**, and **Xue Ruzhen** in honor of their 10th anniversaries.*

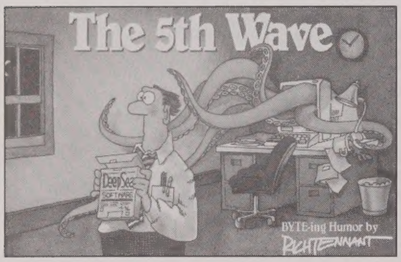
Liu Yaying, chief editor and a founding member of *PC World China*, joined China Computerworld in June 1983. She is from Liaoning Province and graduated from the Beijing Aeronautical Engineering Institute. Dancing, travel and talking with people are among her outside interests. Yaying's ambition is to be satisfied in her work and to have a rich cultural life. According to her manager, "Yaying is a meritorious worker in her service to *PC World China*."

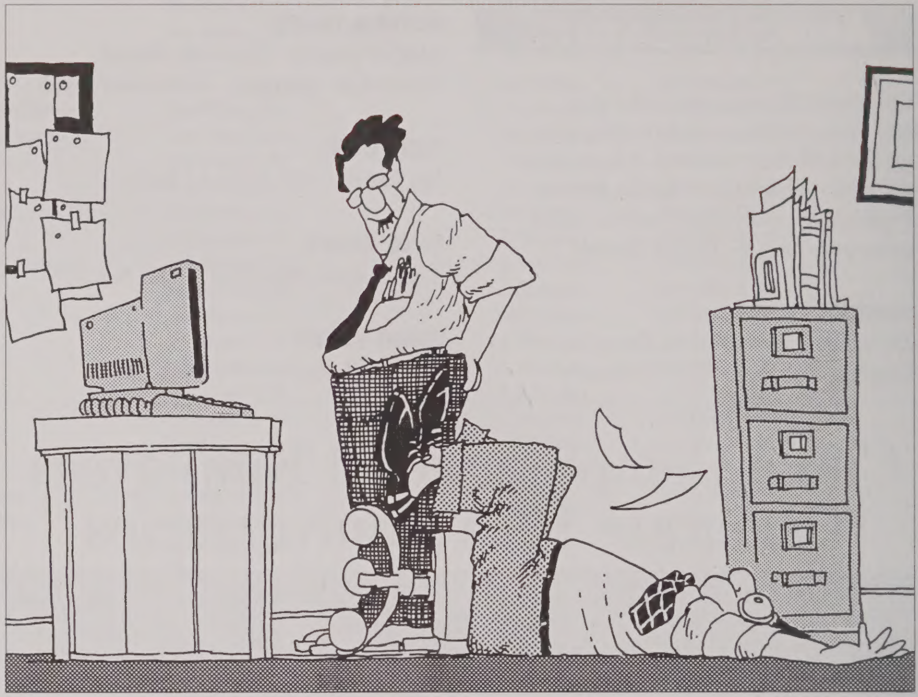
Li Xiuqin, director of accounting and chairman of the labor union of China Computerworld, joined the company in May 1981. She was born in Beijing and graduated from the Beijing College of Finance and Trade. A sports enthusiast, Xiuqin says her dream job is to be a certified public accountant. Her manager praises her as an "expert who is excellent at managing money matters for China Computerworld."

Xue Ruzhen, production editor of China Computerworld, began working with the company in January 1982. A native of Luoyang City, Henan Province, she graduated from Xinxiang Normal College. Outside the office, Ruzhen enjoys gardening and watching basketball and football games. Her goal at work is to see China Computerworld achieve success after success. According to her manager, Ruzhen is "a person of action willing to make many contributions to the company."

OFF LINE

Test your humor quotient here and win:





It's that time again.

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 30. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich's book of cartoons, *The Fifth Wave*. Honorable mention winners will receive an IDG pencil and sharpener set. Fax your creations to 617-423-0712 or BusinessTalk mailbox P.Smith, P.Winn or S.Noyes.

HAVE FUN!

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS ADMINISTRATOR
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan-Bonfantino
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 215 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 33

August 15, 1994

PC WORLD PRESIDENT PAT KENEALY TALKS ABOUT PCW'S INVOLVEMENT IN NEW MEDIA
PAGE 3

INROADS AFFILIATION MARKED BY CONTINUED SUCCESS FOR INTERNS AND IDG BUSINESSES
PAGE 4

FOUR IDC EMPLOYEES RECOGNIZED FOR THEIR OUTSTANDING CONTRIBUTIONS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Synergies Abound at Object World San Francisco

The industry's largest all-object technology event, Object World San Francisco, held July 25-29, reached a record high in show attendance and provided a forum for alliances among IDG U.S. business units.

Object World showcases object technology, a radically different approach to software development that makes software easier to design, reuse and maintain. "Get Real," the theme of this year's event, targeted the commercial and practical applications of object technology. Organizers sought to present an educational opportunity for users of all levels and to illuminate the uses of OT in the real world. This was accomplished through 63 conferences, 17 technical tutorials, and Industries in Action, a series of sessions that examined OT in the manufacturing, financial services and health care fields.

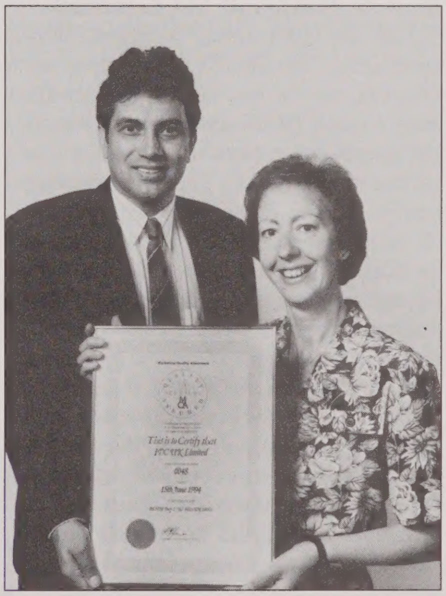
Computerworld Becomes Full Sponsor

This year *Computerworld* signed on as a sponsor of the U.S. Object World events, joining IDG World Expo and the Object Management Group (OMG) as a

• CONTINUED PAGE 2 •

IDC U.K. Earns ISO 9001 Quality Accreditation

This past June, after 18 months of hard work, IDC U.K. became the first IDC office to be certified as a quality-led organization by Marketing Quality Assurance, the U.K. body that sanctions accreditation to the internationally recognized ISO (International Standards Organization) Standard. Being registered as an ISO 9001 organization is an important step toward achieving greater customer satisfaction and cost benefits through improved efficiency. This, in turn, helps a company attain competitive advantage in the marketplace. ***Keith Henry****, general manager of IDC U.K., contributed the following article about his company's pursuit of ISO 9001.*


KAM PHOTOGRAPHIC STUDIOS

KEITH HENRY AND SHIRLEY HORROCKS
display IDC U.K.'s certification of quality.

The decision for IDC U.K. to embark on the road to ISO 9001 Quality Accreditation was an easy one. At the end of 1992, the external pressures were mounting. IDC U.K.'s top clients, including ICL, British Telecom and Digital all had completed or were in the last stages of quality registration. Naturally, they posed the inevitable question to us: "when is your organization going to achieve the ISO 9001 standard?"

Indeed, becoming an ISO 9001 quality-led company had become less an aspiration and more of a requirement in the U.K. in the field of information technology. At the end of 1992, IDC's local competitor, Romtec, had achieved accreditation, which intensified our competitive environment.

From an internal perspective, moving to a quality-led business model had several major attractions. First, in a networked environment that already operated in the IDG culture of empowerment and self-managed teams, the quality mission paved the way toward the drive to business improvement. Second, by definition the quality process involved staff at every level, which enhanced the team concept. Third, and most important, the process required a refocusing of our operation in order to place the client at the

• CONTINUED PAGE 7 •

OBJECT WORLD

continued from page 1

full partner responsible for advertising, marketing and conference and show development. "*Computerworld* serves corporate developers at the industry's leading corporations, those we expect to be the first to use object technology for building their next generation of enterprise-wide client server applications," said Publisher **Gary Beach**. "Working together with OMG and IDG World Expo, we believe we can successfully execute Object World's mission to provide a whole new level of information on OT to mainstream corporate America."

For the third consecutive year, *Computerworld* sponsored the *Computerworld* Object Application Awards program, recognizing companies for the successful implementation of OT in their businesses. Hosted by Beach, NeXT Computer Chairman and CEO Steve Jobs and Chris Stone, president of OMG, the awards were given in five categories. Winners included Caterpillar, Inc. and IBM Switzerland. *Computerworld* was also the sponsor of the Best New Object Technology Product Awards program.

THE OBJECT WORLD TEAM TAKES TIME FOR A PHOTO. (FRONT ROW, FROM LEFT) *Deborah Paul, Janet Morita, Judy Shapiro, Camille Jones, Terry Merrell, Lillian Lieber, Sandy Cincotta, Didi Murnane and Dru Montgomery. (Back row, from left) Kim Martin, Chris Winters (OMG), Bill Hoffman (OMG), Debra Andersen, Cindy Barnes, Lisa Stein, Christine Krajewski, Cheryl Saylor.*

Network World and ETA Contribute

For the first time, *Network World* sponsored Distributed Computing with Objects, one of the show's four conference tracks, for IS and network managers interested in building distributed applications with OT. The magazine also sponsored the Distributed Applications Showcase, which highlighted companies such as IBM and SunSoft that use object request broker technology to demonstrate the application building process.

Emerging Technology Applications (ETA) and Object World released the first *World of Objects* CD which ETA Marketing Manger **Ann Roskey** described as "a comprehensive, electronic information resource for OT users."

Created with the Mosaic Interface, rapidly becoming one of the most common interfaces on the Internet, the CD includes Object World conference notes, OT related articles, reports, newsletters and vendor and product information. It features 2,500 presentation slides and information from six sponsors. Conference attendees were eligible to receive a copy of the CD as part of the conference package and close to 800 attendees claimed their disks at the Emerging Technologies booth.

Other show highlights included the debut of "An Object Orientation," a play produced by the Modus Ensemble about a man's search for meaning in a world influenced by technology, and the return of the *Object Strategies Keynote Panel* featuring Chris Stone, Steve Jobs and experts from SunSoft, Inc., Borland, Taligent and IBM.

"The success of Object World San Francisco was due to the tremendous efforts of the Object World team and the support from *Computerworld*, *Network World* and ETA," said Show Manager **Terry Merrell.** "The show by far exceeded all expectations, demonstrated by an increase in conference attendance of 67% and a 100% contracted booth units rebook."

DIRECTORY OF CHINESE COMPUTER VENDORS AVAILABLE THROUGH IDG ASIA SUPPORT CENTER

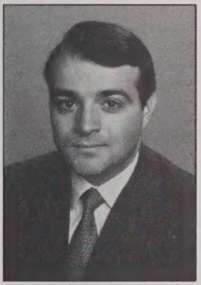
This past June, IDG High Tech Beijing Co. Ltd. and its publication, *Electronic Product World*, unveiled the *1994-95 Directory of Chinese Computer Vendors*. Now in its third edition, the publication is believed to be the most complete directory of its kind in the People's Republic of China.

The 884-page directory lists more than 3,600 Chinese computer manufacturers, software houses and components suppliers in mainland China, Taiwan and Hong Kong. The resource also includes the names and addresses of 227 mainland Chinese government agencies involved in the domestic computer industry.

Directory entries are listed in English and Chinese, both alphabetically and by city and province. State-run and privately-held computer firms are listed with address, phone and/or fax number, a brief description of the company's product lines and the name of a key contact. Some entries also identify distributors of leading U.S., European and Japanese computer products.

The directory is available for U.S.$160 through the Asia Support Center. For more information contact Bin Li at tel: 415-286-2792, fax: 415-286-2790.

ON LINE



PAT KENEALY

PC World's president is this week's guest columnist

Q What gets accomplished at the international product line meetings, and how does *PC World* benefit?

A The *PC World* product line meetings this spring were the largest gatherings of monthly PC publication talent ever. Between 90 and 100 *PC World*ers gathered in Caracas in April, Istanbul in May and Auckland in June to share expertise in every aspect of PC magazine publishing. In two-day sessions with large agendas, the groups saw everything from explosive German circulation strategies to French hidden-camera newsstand research to Chilean and Swiss newspaper supplements. We also saw Dutch *PC World* CD-ROMs, New Zealand fax-on-demand sytems, Swedish PC handbooks, and a slew of trade show and other ancillary product ideas. Attendees tend to be *PC World* managers rather than country managers, so the content of the meetings is quite specific and the discussions quite frank since they're between colleagues, not competitors or same-country political rivals. The content of the meetings is more advanced every year, and the friendships grow stronger, too. Coordinating the meetings is a lot of work, but it is one of the most enjoyable parts of my job.

I've heard you're interested in using *PCW* material in mediums other than print, such as television, CD-ROM and other online services. What will you do to preserve the magazine's brand name and editorial excellence?

We'll dedicate some of our best people to new media projects. PC World Communications is reorganizing itself this summer into three groups: Print Publishing, reporting to **Rich Marino**; Newsletters, reporting to **Craig Pierce** in Boston; and New Media, reporting to **Jon Epstein**. The idea is to focus top talent separately but simultaneously on where our profits are and where they will be.

The New Media group will handle *PC World*'s CD-ROM, online and television projects. Jon Espstein has worked as an editor, operations manager, salesman and publisher, and he's been at IDG eight years, so he knows IDG's culture and values and commitments to editorial and customer service excellence. He has a strong record of understanding complex industry issues and making his numbers. When I meet potential IDG competitors in CD-ROM or online or TV, I'm impressed that many of them are as smart as us, and work as hard as us, and have become experts in fields where we're novices. We can't compete with them if new media projects are treated as sidelines, like reprints or list rentals. Jon's job will be primarily to get us into these new media. Without money-making new media products there'll be no new media brand to protect.

How quickly do you expect new services such as PC World Online and CD-ROMs to grow? Can other IDG companies benefit from their development?

I think PC World Online's big year will be FY95. We've been in the online business for almost two full years and think we finally know what we're doing. We've made small profits in both years, but we'll make a big growth push next year. In CD-ROM, we're in "year one." We've got one *Mutlimedia World* disk on the market. We're making small profits on it every month now and will have paid back the disk's development costs by calendar year end. *PC World* spent FY94 in extensive research and business planning and modeling, and we hope to launch a CD-ROM quarterly in FY95. Perhaps our most important new medium over the next five years is television, not CD-ROM or online. FY94 has been a background research year for us in TV. During FY95 we'll do some serious business planning on projects with one or more television partners. Readers interested in any of these initiatives should contact me by E-mail [P.Kenealy], and I'll connect them with the right person at *PCW*.

What are the results of the recent *PCW* international subscriber study, and how will that impact PC World's foreign editions?

PC World's first international subscriber study covered 11 European countries plus Australia, Brazil and the U.S. It filled two binders and megabytes of raw data, so it's hard to summarize. The single biggest finding was the similarity of the general profiles of readers around the world in terms of PC products owned and planned for purchase and in terms of readers' jobs and personal demographics. The study numbers clearly showed national market differences and confirmed many gut instincts about market idiosyncracies. *PC World*s in every survey country will be using the study as a local subscriber study for editorial and ad sales purposes, and MSD Europ, IMS and the surveyed countries will be using it to make U.S. vs. Europe and intra-European comparisons for advertising clients.

You believe in a lean staff. What's your secret to hiring and retaining good people?

My four best hiring tips are so simple they sound trite: 1) "over-hire" [highly qualified people with growth potential] whenever possible, 2) hire only senior managers you could work for and learn something from, 3) hire only the brightest entry-level people, 4) always have a successor in place. I could work for *PC World*'s publisher, vice president of circulation or vice president of sales tomorrow and learn huge amounts. I'm almost elitist in hiring smart young publishing enthusiasts like *PC World*'s management associates, but I'm consistently awed by their performance over time (and I might need a job someday when they're running publishing companies of their own). Having a clear successor in place lets me sleep nights, minimizes office politics and gives everyone a more stable future.

IDG Continues INROADS Alliance

Now in its fourth year of participation in the St. Louis-based INROADS program, IDG has seven interns spread among its U.S. business units. IDG's involvement in the program continues to grow with demand from business units and success stories from interns and the departments they enrich.

The INROADS mission is "to develop and place talented minority youth in business and industry and prepare them for corporate and community leadership." The fulfillment of that mission was illuminated at the 1994 INROADS Pinning and Awards Ceremony in May when interns **Diana St. Louis**, **Ramen Cromwell** and IS Director for IDG and INROADS Supervisor **Nancy Newkirk** were honored for their achievements.

There is a structure to the program that, coupled with the talent and dedication of the individuals involved, makes the program's success almost inevitable. VP/Corporate Human Resources **Martha Stephens** acts as the business coordinator for IDG business units while HR Manager **Debbie Bernardi** oversees the hiring process for IDC.

Individual business units that hire interns must have both a supervisor and a business advisor. While the supervisor is primarily responsible for charting the intern's career development, he or she also acts as a liaison to the business coordinator, the INROADS staff, and the business unit. The business advisor guides the intern on a designated career path and acts as a mentor and supporter in the intern's personal growth. INROADS also assigns a member of its staff as a contact responsible for orienting and keeping close to the business coordinator, advisor and supervisor when needed, and counseling interns on a monthly basis.

IDG foresees its INROADS program continuing to thrive. "Each year we receive more requests from business units for INROADS students. We started with one intern in 1991 and now have seven interns in five business units," said Stephens. "IDG is proud to be working with the INROADS organization but we are even prouder of the students who have worked so successfully with us."

WHO ARE THEY ?

In her first year of the INROADS program, **Autumn Cooper** is working with the Communications Group at IDC assisting in the production of news releases and helping analysts manage client inquiries. Autumn, who will be a freshman at Stanford University in September, feels that her work at IDC has taught her a lot about the work environment and given her a sense of accomplishment as she sees projects through to completion.

Chinwe Ajene is a customer data specialist in IDG's IS Department. Chinwe will attend Dartmouth College in the fall but is currently very involved with INROADS. She is a member of the INROADS Community Service Committee and co-chair of the Cultural Diversity Committee. Chinwe says that her experiences will prepare her for corporate and community leadership as well as serve as a guide through the next four years.

Laura Baza, an accounting intern at *Infotainment World*, is another INROADS newcomer. Laura recently completed her third year at San Jose State University where she is studying accounting and business. Laura says that the INROADS program gives interns the kind of career experience that isn't available at college.

Diana St. Louis spent summers in the IS and Credit departments at IDG before she joined HRSD and Corporate Human Resources as an HR associate. Diana, a senior political science/economics major at Williams College, says that the INROADS program has been "an incredible opportunity to meet people and to discover what I may want to pursue as a career."

Through her experiences at *InfoWorld*, **Alicia Padilla** has gained a greater sense of who she would like to be — both professionally and personally — and determined that journalism is her calling. In her second year with the INROADS program, Alicia is an entry-level reporter for the Enterprise Computing section. She is majoring in American Studies with an emphasis in journalism at the University of California/Berkeley.

Ramen Cromwell, a sophomore at Vassar College, is enjoying conducting research on credit applications as an associate analyst in IDG's Credit Department. Ramen is a second-year intern who spent last summer working in the IS Department. He says that the program has given him both a job at a great company and a network of peers with common interests.

Jamila Johnson is entering her junior year at the University of California/Berkeley as an English major. This is Jamila's third summer at *Macworld* where she has worked in the circulation and marketing departments. She has spent the summer in the marketing department coordinating promotions for MACWORLD/Expo in Boston and has found she enjoys projects that draw upon her creative talents.

IDG **WORLD UPDATE's**

Local Loop

FOR SALE

- **Sharp VX-104 fax machine.** Ten sheet auto document feeder, answering machine hook-up, 50 station auto and chain dialer, copier with gray scale resolution, LCD display, remote fax activation from extension phone. $200.
- Toni O'Connor, Computerworld (508-820-8566)

- **Voit TRDX exercycle.** Hardly used, I guarantee. Extra seat. $100.
- Bill Laberis, Computerworld (508-620-7728)

- **Personalized children's books.** Charming story books, custom printed for your child. Your son or daughter and their friends are the characters in each story. $9.95 for *Beauty and the Beast*, *Little Mermaid*, *Mother Goose*, *The Story of Christmas*, *My Book of Prayers* and *Baseball's Unsung Hero*. $11.95 for *On Location with Barbie* anda book featuring Hulk Hogan.
- Mark Hanson, IDC (508-935-4573)

- **Condo in Foster City, Calif**. Two bedroom and den/office. Two bath with complete laundry in unit. Contemporary with many upgrades (wide oak moldings, new high-end carpet, beautiful Mexican paver tiles, plantation shutters). Beautifully cared for. Includes spa, pool, tennis, garage. Less than five minutes to InfoWorld, Infotainment World in San Mateo. Listed at $218,400.
- Pat Wheeler, PTV/Asia Support Center (415-286-2766)

- **Light blue and cream stripe sofa**, 75" long. Only nine months old — like new! $375.
- Deborah Paul, IDG World Expo (508-820-8686)

- **Nordic Track: "Achiever" model**. Three years old, only used three months, great condition. Asking $475 or best offer.
- Lisa McGrath, Computerworld (508-879-0700)

- **Newton memory card**. Capacity 2 MB. Price: $160. Never used.
- Glenys Mercado, Computerworld (508-820-8133)

FOR RENT

- **Vacation Rental in North Hampton Beach, N.H.** Two-bedroom condo, sleeps four, pool, two minute walk to beach. Available immediately. $425/week.
- Kevin Burns, IDG (508-935-4471)

- **Vacation Rental in Warren, Vt.** Three minutes to Sugarbush Ski Area. Five bedrooms (14 beds), three bathrooms, full kitchen, living room with fireplace, dining room, TV w/cable, downstairs play room for kids. Can be rented any time during the year. Rates vary depending on season ($450-$600/week).
- Jaye Tyler, Response Technologies (508-997-6206)

WANTED TO RENT

- **One-bedroom or large two-room studio** in Watertown/Newton/Waltham, Mass., area. Access to outdoors via porch or yard important. Looking to move Sept./Oct. timeframe, but am flexible if something is available at a later date.
- Carol Hildebrand, CIO (508-935-4733)

WANTED TO BUY

- **Peter Jackson's video *Dead Alive*.** Must include original cover box.
- Richard Popko, IDG Office Services (415-978-3372)

- **Audrey Hepburn memorabilia:** any pictures or photographs from magazines, etc. Any other kinds of items wanted, as well.
- Jim Barattolo, IPS (617-423-9030)

BIRTHS

- Samuel Nelson Fontaine was born to Susan and **Stephen Fontaine** (IDC Consulting/West Coast) on July 27. He weighed 8 lbs., 6 oz. and was 20 1/2 inches long.

- Joseph Franklin Bonarrigo was born to **Paul Bonarrigo** (Macworld/East Coast ad sales) and **Mary Dolaher** (IDG Corporate Communications) on July 15.

- Sara Molly Wagner was born to Jesse and **Hilory Wagner** (Business Computer Publishing) on June 29. She was 7 lbs., 8 oz. and 21 inches long.

- Bennell Griffin Comendul was born to Kay and **Michael Comendul** (Business Computer Publishing) on July 12. Bennell was 7 lbs., 11 oz. and 20 inches long.

• CONTINUED ON REVERSE •

Turn the page for a coupon to use for sending in your own ads!

Who needs the Home Shopping Network when you can turn to...

IDG WORLD UPDATE's *Local Loop*

The *Local Loop* is a one-page monthly insert within *IDG World Update,* circulated to all U.S. business units, that carries employee classified advertisements. If you have items for sale or rent, items wanted to buy, or services to offer or services needed (such as an au pair), fill out the coupon below.

Ads should include the following information:

- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth announcements can be submitted, as well.

Information should be sent directly to the editors of the *IDG World Update*

via mail:

IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

or fax:
617-423-0712

or phone:
617-423-9030

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

____

____

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by September 14 in order for them to appear in the September 19 issue!

IDG Job Opportunities Update

Monday August 15, 1994

ASSOCIATE CREDIT ANALYST (IDG)
The individual in this position will be responsible for collecting accounts receivable for assigned publications, coordinating the flow of paperwork for incoming mail, lockboxes, and credit and debit memos. Candidate will monitor customer payment records and resolve customer disputes. Individual must have a H.S. diploma or equivalent, plus 2-3 years experience in an office environment. Strong communications skills required.

DIRECTOR - IMS / LATIN AMERICA (IDG)
The ideal candidate for this Miami-based position must have a strong media and/or IT industry sales and marketing background, as well as an extensive knowledge of the dynamics of the Latin America IT market. Responsibilities will include advertising sales to international and Pan-Latin America accounts based in the US; development of sales and marketing materials for use throughout the region and within the IMS network; and coordination of Pan-Latin America sales, marketing, and publishing opportunities as needed. Individual must be fluent in English and Spanish, preferably Portuguese. Management experience in a multicultural setting a plus.

SALES ASSISTANT (NW)
The individual in this position will report to two District Account Managers and be responsible for providing all aspects of sales support. Duties will include customer contact, correspondence, mailings, database management, and phone coverage. 2-3 years experience working in a sales environment required. Individual must be Macintosh proficient with some presentation application knowledge.

PART-TIME RECEIVER / MAILROOM ASSISTANT (NW)
The candidate for this position must be willing to work 9AM-12PM, Monday through Friday. Individual must have a good driving record and be able to lift 50-100 lbs. Responsibilities include picking up the morning mail, sorting and distributing the mail to internal and external employees, and other mailroom duties as assigned. Knowledge of the Macintosh with Excel experience preferred.

PART-TIME ADMINISTRATIVE ASSISTANT (IDC)
The individual in this position will be responsible for general office duties, including typing, filing, contracts, and mailings. Duties also include heavy phone work and interaction with clients. Candidate must be dependable, professional and able to handle multiple tasks simultaneously. A minimum of five years office experience required.

MAILROOM CLERK (IDC)
Responsibilities in this position will include the preparation of mass mailings. Duties will also include sorting and distributing internal and external mail and preparing overnight and common carrier shipment documents. A valid driver's license with an excellent driving record required. Prior mailroom experience preferred.

ASSOCIATE PUBLISHER (FCW)
The successful candidate will report to the Publisher and be responsible for advertising sales, marketing, and promotions for this government technology publication. Individual must have a proven record of sales and management success as well as management of a budget. Government experience a plus.

SENIOR DESIGNER (CWI)
Ideal candidate will be responsible for designing and packaging research information on PC Laptops for Computerworld's sales team. Duties will also include publication design for custom publishing products, white papers and newsletters. Extensive design and execution of chart and promotional materials on a MAC and a PC is required. A minimum of 5 years design work in the publishing industry required. Experience with QuarkXPress, Freehand, Lotus Smart Suite, Photo Shop & Adobe Illustrator is necessary. Multimedia and video experience a plus.

GRAPHIC DESIGNER (CWI)
Computerworld Inc.'s Client/Server Journal is seeking a full time graphic designer with 3-5 years magazine layout experience. Candidate will be involved with all aspects of magazine design, from brainstorming presentation concepts to directing photographers and illustrators, to creating information graphics and preparing electronic files for production. This position requires a strong editorial portfolio, a graphic design degree (or equivalent) and a proven record working with photographers and illustrators. Experience with Aldus Freehand and QuarkXPress a must. Knowledge of typography and four color production in a Macintosh environment essential.

IDG Job Opportunities Update

Monday August 15, 1994

EDITOR OF SPECIAL PROJECTS (CWI)
This position requires a versatile, experienced, high-energy individual capable of managing multiple projects concurrently. Candidate will serve as Editor for all CW special projects and work with managers and staff to develop editorial plans for these projects. Individual will also work with the design team.

MANAGING EDITOR / SPECIAL PROJECTS (CWI)
This position requires an organized individual with the ability to handle managing editor functions for multiple projects concurrently, while assisting other department managers on a weekly paper. Candidate will coordinate the art, design, copy flow and shipping schedules for each project. Individual will copy-edit, coordinate assignments and work with freelance writers to ensure all deadlines are set. Editing related experience required.

SENIOR RESEARCH MANAGER (CWI)
The primary responsibility in this position will be to coordinate and improve upon the extensive research-based editorial published in Computerworld. Candidate will work closely with the news and features staff to improve all research efforts. Duties will also include maintaining and establishing relationships with leading providers of research. Individual will coordinate quarterly readership studies. Experience in research / IT industry necessary.

SENIOR EDITOR - WEST COAST (CWI)
This position requires a highly motivated individual to generate on deadline, high quality, enterprising news stories on a weekly basis. Travel required. Specific beat to be determined.

SENIOR EDITOR (CWI)
The successful candidate will write feature length articles for Client/Server Journal and for each Computerworld special project. Individual will also write for Computerworld's weekly publication as assigned.

DATABASE SERVICES REPRESENTATIVE (CWI)
Ideal candidate will be responsible for representing the CW Database Division and related services to our client base in the western region. Good presentation, computer and communication skills are necessary. A marketing, sales, research, or advertising background preferred.

ACCOUNT COORDINATOR (CW/RTI)
The successful candidate will be responsible for providing account/project management to Account Executives on key accounts. Duties will include assisting Account Executives with client interaction, administrative tasks, quality control, script development, training, and database development and testing. Excellent customer skills are necessary. Strong PC skills, preferably Windows, essential. Previous account management, direct marketing industry, or database management experience a plus.

RECEPTIONIST (IDG/B)
The individual in this position will be responsible for the reception desk and general office support. Candidate must have excellent organizational and interpersonal skills. Computer literacy and work processing skills required.

ASSISTANT TO THE V.P. OF AD SALES AND MARKETING - ADVANCED SYSTEMS (IMI)
Ideal candidate will be responsible for special projects, budget planning and administration, preparation of meetings and presentation materials and travel arrangements. Duties also include managing the marketing calendar for the department. Candidate must have excellent communication skills. Strong attention to detail a must. Knowledge of word processing programs on the Macintosh, databases and graphics necessary. Knowledge of publishing and marketing a plus.

IDG Job Opportunities Update

August 15, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Manager, Financial Planning & Analysis	Boston, MA	S. Perry	(508)820-8160
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Corporate Controller	Framingham, MA	M. Stephens	(508)935-4568
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Marketing Manager - NW Unplugged	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, Corporate Communications	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	Editorial Assistant (temporary position)	Framingham, MA	M. Cornetta	(508)935-4734
NW	Test / Reviews Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst	New York	D. Bernardi	(508)935-4361
LINK	Research Manager	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Associate Publisher	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Federal Account Manager	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Editor of Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor / Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Research Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Administrative Sales Assistant	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	Human Resource Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	MARCOM Project Manager	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501

IDG Job Opportunities Update

August 15, 1994

Division	Title	Location	Contact Mgr.	Phone
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Lotus Notes Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters (2)	San Mateo, CA	L. Schmid	(415)312-0566
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Direct Sales Representative	Texas	M. Collins	(415)312-0647
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	P/T Direct Sales Representative	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Editorial Assistants (3)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (5)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	VP, Marketing	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	M. Collins	(415)312-0647
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (5)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Advertising Account Manager	Multimedia Group, San Francisco, CA	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Customer Service Specialist	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Group Publisher	Multimedia Group, San Francisco, CA	R. Marino	(415)978-3383
PCW	Chief Financial Officer	San Francisco, CA	P. Kenealy	(415)978-3101
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Design Associate	Multimedia World, San Francisco,CA	A. Morgan	(415)267-1759
PCW	Assistant Production Manager	Multimedia World, San Francisco,CA	C. Smukler	(415)974-7394
PCW	Sales Associate	Multimedia World, San Francisco,CA	P. Stangel	(415)974-7387
PCW	Assistant to the Editor-In-Chief	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Circulation Promotion Manager	San Francisco, CA	S. Burke Pecar	(415)978-3395
PCW	Account Representative	Des Plaines, IL	M. Taussig	(708)827-4477
PCW	Contract Publisher	Multimedia World, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
PCW	Receptionist	IDG Central Services, San Fran,, CA	P. Murphy	(415)978-3365
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Assistant to VP of Ad Sales & Mkt.	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Advertising Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic, Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

IDC Employees Earn Quarterly Excellence Awards

DEBBIE BERNARDI

MIKE AULT, CAREY AZZARA, BARBARA KITZIS AND IAIN *Gillott hold their IDC Excellence Award certificates.*

IDC President and CEO **Kirk Campbell** distributed IDC Excellence Awards to four outstanding employees at the company's recent quarterly meeting in Framingham, Mass.

Each quarter, U.S. IDC employees nominate colleagues for recognition in the areas of business development, product quality, service and teamwork. Winners are chosen by a five member committee.

Iain Gillott — *Business Development*
As manager of IDC's Wireless Communications and Mass Market Telecommunications programs, Iain was honored for increasing the quality and quantity of research delivered to clients. Iain's assistance on sales calls has helped significantly increase the current client base to 30. He has reinforced the credibility of IDC and the research programs by being quoted in high profile publications including *The Wall Street Journal*, *Newsweek*, *The Boston Globe* and *Computerworld*.

Carey Azzara — *Quality*
Carey, a research analyst in the Systems Group, has earned the respect of researchers throughout IDC for his work on surveys, completing high-quality products on time and improving customer relations in the process. He regularly goes beyond the call of duty for his group and others at IDC, adding value to the IDC Customer Satisfaction Survey, presenting four Lunchtime Lecture Series programs and writing two "how-to" booklets to supplement his talks.

Mike Ault — *Service*
As desktop marketing manager in the Personal Systems Group, Mike's energy, quality of work and creativity have greatly influenced the marketability and visibility of the group's products. His detailed work on breakfast briefings and report promotions has led to significant revenues for IDC. Mike's attention to service extends to creating last-minute slides for important presentations and independently pulling together exceptional marketing collateral.

Barbara Kitzis — *Teamwork*
Barbara, a consulting manager, has been instrumental in building and managing Consulting's rapidly growing business over the past two years. She excels at assembling teams of analysts and consultants and working closely with customers to set and meet expectations. Her job also requires her to work closely with a variety of IDC departments including accounting, sales and marketing. These skills are essential for creating successful, long-term, client-centered relationships where "ease-of-business" is a strong selling and satisfaction point.

All winners received a cash award and a framed certificate, and their names are listed on a plaque in IDC's lobby.

Don't Miss IDG's

INTERNATIONAL Photo Calendar Contest

For the 11th year in a row, IDG is sponsoring the International Photo Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world!

HOW TO ENTER

It's as easy as 1-2-3 !

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:

- **your name**
- **business address**
- **telephone number**
- **photo title**

2. Submit photos as developed, without retouching

3. Entries must be received by September 16, 1994

Please send entries to:
Kelly Lynch
IDG Human Resources
5 Speen Street
Framingham, MA 01701
U.S.A.

Questions? Call Kelly at 508-935-4416, fax: 508-935-4600, E-mail: K.Lynch.

A panel of IDG representatives will choose the 12 outstanding photos for the 1995 calendar

NOTEWORTHY

PROMOTIONS

Alison Templeton has been promoted to research manager for IDC China/Hong Kong Ltd. In her new position she will be responsible for research and analysis of the Hong Kong IT industry. Alison has five years of market research experience and spent four years researching European and American IT markets at a consulting firm in London, England. She received her BA in modern history from London University.

NEW EMPLOYEES

John Bell joins IDG Australia as an advertising sales account manager. John worked in ad sales for Universal Press/Corporate Publications. He was educated at Queensland, and Holy Cross College, Ryde, New South Wales, and his interests include competitive cycling, music, classic cars and classic people.

IDG WORLD UPDATE

ANDERSEN

IDG World Expo welcomes two new employees. **Debra Andersen** is an account manager for Object World. She earned a BS in management from New Hampshire College and enjoys softball and golf. Debra also finds time to serve as a community mentor for an adopted child from the New England Home for Little Wanderers.

RACHEL WINETT

ORSINI

Dan Orsini, a sophomore at Northeastern University, has joined World Expo for a six-month co-op program. Dan, who is pursuing a degree in communications, will work in the public relations department for ComNet'95.

IDC China/Hong Kong Ltd. heralds the arrival of two new employees. **Tom Mitchell** is associate editor of the *China Informatics* newsletter and is involved in research on the Chinese IT market. Tom received his BA in history from Duke University where he was presented with the Chinese Language Award. He studied Manadarin Chinese in Beijing and Nanjing and was awarded a Fulbright Scholarship for research on Sino-Hong Kong and Sino-British relations.

John Calvert is a research consultant focusing on the IT market in Hong Kong. He earned his BSC Honors Degree in geography from Queen's University and his MBA from Ulster Business School in Belfast, Northern Ireland. Outside the office, John enjoys tennis, rugby and golf.

Macworld has hired **Anna Noetzel** as an administrative assistant for the ad sales department. Anna received a BA in communication arts from the University of the Pacific in Stockton, Calif. She is a self-proclaimed Macintosh, music and pool aficianado.

Tira McDonald is administrative assistant to the VP/associate publisher. She attended the University of California at Berkeley where she earned a BA in sociology, and in her free time she enjoys jazz music, reading and taking walks.

Carol Stiglic has been hired as a sales assistant for *Network World*'s Northwest Sales Office in Sunnyvale, Calif. Carol comes to *NW* from Hughes Aircraft Company in Los Angeles where she was an event coordinator. She received a BBA with an emphasis in international management from Loyola Marymount and spent a semester at the Sorbonne. Carol enjoys international travel, playing piano, aerobics, skiing and rollerblading.

Electronic Marketplace Systems has two new staff members. Previously an information project leader and technical support engineer for Apple Computer, **Jeff Garaventa** has been hired as a content development specialist for EMS. Jeff graduated from Stanford University with a BA in political science and enjoys acoustic music, reading and athletics.

Carol Shroba is senior content development specialist assisting in the creation, preparation and maintenance of an online database of textual and multimedia materials. Prior to joining EMS, Carol was director for Access Innovations, Inc., a database development and information management consulting company. She received a BA in education and a masters in library science from Rutgers University and her out of office passions include swimming, reading, knitting and painting.

IDG WORLD UPDATE

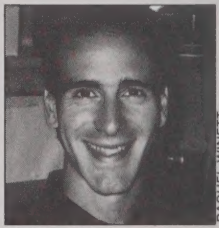
GOMES

Mark Gomes is a client services associate for the Systems Group at IDC. Mark graduated from Northeastern University with a BA in finance/insurance and management. Prior to joining IDC Mark worked as a mutual fund accountant for The Boston Company. He counts stock market investment and an array of sports among his outside interests.

Patty Leech, previously director of international sales and translations at Jamsa Press, has signed on as manufacturing coordinator for IDG Books in Indianapolis. Patty studied fashion merchandising and marketing at Ball State University and in her free time reads and gardens.

As marketing coordinator for *InfoWorld*, **Deanne Hoppe** will assist with sales promotions and event planning. Deanne earned a BA in business with an emphasis in marketing from the University of the Pacific and worked as an ad sales assistant for *Newsweek*. Her outside interests include backpacking, camping, running and fishing.

TRANSFERS



BERNARDI

Bill Bernardi has joined IDG World Expo as an exhibit services coordinator for SunWorld and Network World Unplugged. Bill comes to World Expo from IDC's Personal Systems/Workgroup Applications Group where he was involved in projects including Workflow and Directions '93.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Carolyn Novack - Computerworld

TEN YEARS
Barbara Lewis - PC World
Judy Sutter - PC World
Joe Kerwin - InfoWorld
Christine Curry - Computerworld

NINE YEARS
Patricia Sanclemente - IDG
Susan Miller - Federal Computer Week
Hans Weber - IDG Germany

EIGHT YEARS
David Hill - Int'l Publishing Services
Judd Aschenbrand - Research Services

SEVEN YEARS
Karen Niles - InfoWorld
Sandra Kupiec - Network World
Terri Schafer - Computerworld
Debra Goldfarb-Norton - IDC

SIX YEARS
Tammy Torp - PC World
Doreen Ferguson - IDG
Phyllis Borden - IDC
David Card - IDC

FIVE YEARS
Magnus Wallén - IDG Sweden
Heinrich Vaske - IDG Germany

FOUR YEARS
Jane Kratochvil - PC World
Shirley Huffman - Research Services
Robert Gadefelt - IDG Sweden
Sébastien Texier - IDG France

THREE YEARS
Colin Ungaro - Network World
Roberta Cruise - Network World
Susanne Schneefuß - IDG Germany
Yutaka Shinmi - Macworld Japan
Patrice Desmedt - IDG France
Simon Salamon - LINK
Norio Ojima - IDG Japan

TWO YEARS
Doug Van Kirk - InfoWorld
Denise Garcia - Computerworld
John Sauer - Infotainment World
Cathy Theroux - Infotainment World
Alice Tam - IDG Hong Kong
Shane Rau - PC World

ONE YEAR
Pamm Prince - Computerworld (Irvine)
Shawn MacLaren - IDG Books
Bradford Shaw - IDG Books
Nanette Buckhout - InfoWorld
Connie Martin Kearins - Computerworld
Tom Soevyn - Network World
Trina Dinavo - IDC Government
Stine Tangen - IDG Norway
Linda Schmid - InfoWorld
James Gregory - EMS

IDC U.K.

continued from page 1

center of our business. The purpose of the whole quality initiative is to satisfy the customer in the best possible way. As a service-run business, IDC U.K. is certainly committed to this.

As with many business processes, the theory looks great, but putting it into practice is another story. Following the initial excitement of beginning the process we also had to swallow the bitter pill of reality and take a hard look at ourselves. Our first internal audit revealed that we were a little less than perfect!

One of the interesting issues raised was that IDC U.K. employees were very consciencious about filing — but with their own files, not the central files. Another aspect of pre-ISO 9001 behaviour was that frequent internal meetings took place but often the meeting notes were overlooked, which posed problems later on when commitments were put to the test. Improving these organizational practices will help us better serve clients, which is what ISO 9001 is all about.

To guide us in the accreditation process, IDC U.K. selected an external quality councillor that had been a former client when he was director of marketing and quality at Digital in the U.K.

Internally, Office Manager **Shirley Horrocks** serves as IDC's quality representative. During the accreditation process she worked closely with the external advisor, made sure we understood the process and produced the quality manuals that contain guidelines for each department. Shirley will be holding ongoing internal audits to make sure the staff is consistently adhering to quality standards. During 17 years of service to IDC U.K. — the longest tenure of any IDC employee in Europe — Shirley developed many skills in the areas of personnel and team building that were put to the ultimate test over the last 18 months.

> *"The purpose of the whole quality initiative is to satisfy the customer in the best possible way."*
>
> **- Keith Henry**

After a while, the process gained its own momentum. The development and adherence to workable procedures, consistent follow through, and sheer commitment by all team members ensured that we were ready for the external examination on June 15. Two seasoned external assessors from Marketing Quality Assurance cross-examined 16 staff members and checked our quality processes from top to bottom. The result: unanimous and immediate qualification to ISO 9001 and a very proud — and relieved! — IDC U.K.

Achieving this award has meant a lot to IDC U.K., but the process is ongoing. Internally, as a team we are more confident and focused. Externally, IDC U.K. is formally recognized as a quality-led organization. The real test is how we will leverage on the hard work in the future. First, we must not let the standard slip in any way and allow bad habits to reappear. Second, we must ensure that the business improvement knowledge gained is commuted into a stronger IDC company with improved operating results. The immediate step is to ensure that Technology Investment Strategies, an IDC U.K business unit, also achieves accreditation in the next few months.

Keith Henry and Shirley Horrocks are willing to advise anyone interested in ISO 9001. Contact them at telephone +44-81-995-8082 or fax +44-81-995-7224.

CELEBRATING 10

David Sanders

HOME: Boston, Mass.

PROFESSION: Director of Paper Services

JOINED IDG: April 1984 as paper buyer for *Computerworld*

JOINED IDG BECAUSE: I was out of work, *CW* needed a paper purchasing agent, I had the skills, they liked me and I liked them. The rest is history.

CURRENT RESPONSIBILITIES: Responding to requests for "more, better, quicker and cheaper." ("We need more paper, we need better paper, we need it quicker and it better be cheaper.")

WHY DO YOU LIKE BEING AT IDG? Nothing ever stays the same for long; we must seek new ways to reinvent ourselves on a regular basis.

BEST PART OF YOUR JOB: Going home and knowing that the job got done.

CAREER HIGHLIGHT: Developing a new paper grade, a project that entailed several years of research in conjunction with printers and mills. The result is used currently for *Network World.*

OUTSIDE INTERESTS: Textiles. I collect them, make them, paint them, design them — you name it.

MOST REWARDING THING YOU'VE DONE: Volunteering for and raising money to support client services, research and prevention of AIDS.

WORDS TO LIVE BY: "Work smarter, not harder."

IDG WORLD UPDATE

IDG CHAIRMAN PAT MCGOVERN TREATED DAVID SANDERS *(right) to dinner at the Ritz-Carlton in honor of David's 10th anniversary with the company.*

BEST WAY TO COMPLIMENT YOU ON YOUR WORK: Say "thank you," although cash is also nice.

FANTASY JOB: Play comedic character roles on soap operas; the soaps really need me.

MANAGER'S PROFILE: "David's expertise in buying, managing and directing the Paper Services arena has contributed to the success of IDG's family of companies. He brings a smiling face to the office each day, along with a great sense of humor."
- Ted Bloom, IDG vice president/corporate controller

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 215 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 34

August 22, 1994

PAT MCGOVERN MEETS MINISTER OF CHINA'S ELECTRONICS INDUSTRY
PAGE 2

THOMAS COOK UPDATES IDG TRAVELERS ON HOTEL, CAR AND AIRLINE DISCOUNTS
PAGE 5

WEST COAST EMPLOYEES NET $11,838 IN PLEDGES IN AIDS WALK BENEFIT
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Fluegelman Program Proves Its Worth

IDG's Fluegelman internship program was created nine years ago in memory of *PC World* and *Macworld* founding editor Andrew Fluegelman. The program is the result of contributions from IDG business units, Corporate Human Resources and the interns themselves.

Three six-month internships are awarded each year to individuals interested in pursuing careers in publishing, who in many cases are making the transition from different career paths. This year **Deborah DeVoe**, **Reneé Barber** and **Valerie Singer** are participating in internships at *InfoWorld*, *Computerworld* and *PC World*, respectively.

Values in Action

The program represents the implementation of one of IDG's corporate values. "The Fluegelman Internship program has benefited both the intern and business units by employing IDG's 'let's try it' value," said Vice President/Corporate Human Resources **Martha Stephens**. "We end up hiring most of the interns, who might have been too inexperienced in publishing to hire prior to the internship program. But after six months with IDG, the interns have learned enough and worked hard enough to prove their talents and abilities to the hiring manager."

Deborah DeVoe graduated in 1990 from the University of California/Berke-

• CONTINUED PAGE 2 •

MACWORLD Expo/Boston Features Something for Everyone

OSCAR & ASSOCIATES

ATTENDEES SEARCH FOR BOOTHS IN THE MACWORLD VIP WORLD TOUR. VISITORS *collecting stamps at all World Class Award winner booths were eligible for prizes.*

Apple's new System 7.5 operating system was among the many lures for visitors to MACWORLD Expo/Boston, held August 2-5 at two of the city's largest exhibition halls. *Macworld* magazine sponsored the event, which was managed by Mitch Hall Associates.

Close to 50,000 attendees viewed products from 435 companies. Those numbers were down slightly from last year's show, indicative of the difficult year Apple has had, said Mike Hallal, president of Mitch Hall Associates. However, Hallal said the positive press coverage of the event and the enthusiastic crowds may have helped Apple turn the corner.

"As usual, there were many new and exciting products at MACWORLD Expo/Boston — especially in the multimedia, CD-ROM and online areas," said Macworld President **Jim Martin**. "But perhaps the most exciting news at the show was the availability of native applications for Power Macintosh in key business areas."

Continuing the concept first tried ear-

• CONTINUED PAGE 4 •

FLUEGELMAN

continued from page 1

ley with a BA in English. Following her graduation, Deborah spent two years teaching English with the Peace Corps in the Marshall Islands and a year as a program coordinator for the Educational Guidance Center in Berkeley before she decided to make the transition from education to high-tech journalism.

INFOWORLD

DEVOE

Deborah felt the Fluegleman would provide a wide spectrum of experience in publishing, a field which would allow her exposure to both writing and creative arts. She says her interest is focused on computer journalism, because it is the trend of technology in the 20th century.

Deborah is currently working on the *InfoWorld* copydesk, and will work with the art, reviews and testing, and news departments during the course of her internship.

IDG WORLD UPDATE

BARBER

Reneé Barber is *Computerworld*'s Fluegelman representative, working on the *CW Premiere 100* issue. Reneé graduated from Boston College with a BA in English, a concentration in political science, and an interest in publishing. She discovered the Fluegelman program after sending a resume to IDG's Human Resources department.

Reneé's contributions to the *Premiere 100* include developing a 200 name database of computer executives, researching companies and maintaining key contacts at those companies. She has also written an article that will appear in the issue profiling nine of the top 10 companies in the survey.

SINGER

Reneé feels that she has acquired a wide breadth of experience in everything from communication to organizational skills. She described the Fluegelman as a nice entrance into the working world, one that will make her future easier.

For the past four years, **Valerie Singer** has worked as a freelancer in the software industry writing educational childrens' games. Prior to that time, Valerie was a legal researcher earning her paralegal certificate. Valerie was introduced to the Fleugelman program during a call to the *PC World* job hotline while seeking additional freelance assignments. She applied for the program for the opportunity that editorial work provided her to dovetail a number of talents and to experience a whole new situation that blended research and writing.

Valerie received a BA in English from the University of Massachusetts and a BFA in media communications from the School of Visual Arts in New York. She recently completed a novel, *Shadowboxing,* which is currently circulating at New York publishing houses. She has been with *PCW* editorial department for only three weeks, but has written an article for the Presentations and Publications section and is assisting the Consumer Watch Dept. with feature story research.

Each year the Corporate Human Resources department accepts applications from editors-in-chief of a number of IDG business units who want to hire Fluegelman interns. When the business units are selected, they proceed with their own interviewing processes. The interns are paid a stipend the equivalent of an entry-level journalist's salary which is split between the business unit and Corporate HR.

Since 1990, IDG business units have hired 77% of the Fluegelman interns as full-time employees at the conclusion of their internships.

MCGOVERN MEETS CHINA'S ELECTRONICS MINISTER

HU QILI, MINISTER OF THE MINISTRY *of Electronics Industry (MEI), accepts a gift from IDG Chairman Pat McGovern during a recent dinner in San Francisco. IDG and MEI have been business partners since 1980, when McGovern established China Computerworld Publishing and Service Company, the first Sino-American joint venture high technology information company. During their meeting, Hu and McGovern discussed expanding their scope of cooperation. Hu praised IDG's contribution to China's economic development and pledged continued support of IDG's business activities.*

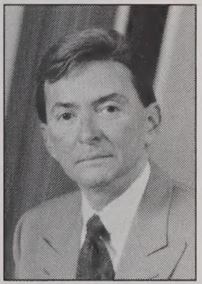
ADDRESS BOOK CHANGES

IDG's licensee for *PC World Uruguay* has moved. The new address is:

Alejandro Lastreto
Assistant General Manager
Microcosmos S.A.
Soriano 791, Piso 3
Montevideo 11,000
Uruguay

Phone: +598-2-930680
Fax: +598-2-930689

ON LINE



WALTER BOYD

IDG's president offers some words of wisdom for his successor.

Q There are many jokes about leaving a letter of instruction for your successor. What would you be sure to tell your successor?

A Trying to share 27 years of background and information is a little like asking the main bank of IRS computers to simply give you a core dump! The main thing to be shared, as far as I'm concerned, is background on where our worldwide business unit presidents came from, why they were hired for their current jobs and to share what I can of conversations that I have had with them over the years concerning their personal aspirations, likes and dislikes, etc.

I also feel it is important to shed some background light on how and why the various business units were started — and some of these stories are particularly bizarre.

I would also hope that my successor has as much fun and fulfillment as well as personal satisfaction as I've taken from the job over the years.

And, of course, there is the hope that the next generation will substantially accelerate the rate of growth in both revenues and profits for IDG in the coming years.

What activities will you continue at IDG after October 1?

As of now I will be serving on the Board of Directors of IDG. And, the new management team has asked me to continue to serve as a member of the Executive Committee and to attend the monthly review meetings as well as selected other meetings during the course of the year. Details are being finalized.

IDG has had good and bad years. This is turning out to be a great year. What do you see as the reason for this success?

This is indeed a great year for IDG. In fact, the best ever, which is quite appropriate to commemorate the 30th anniversary of the company and **Pat McGovern**. There is no single reason but certainly there is a constantly growing sense of stability, continuity and maturity in the company that only comes with age and a lot of practice.

The rapidly improving worldwide economic situation has certainly not hurt matters either, just as recessionary cycles over the years have had their effect on the fortunes of the company.

I think it is also important to realize that many of our "bad" years have not really been bad years at all. In every year since the beginning, we have had growth in revenues — usually at double the rate of the IT sector. On the other hand, the profit picture may have been on the bleak side, but if you look back carefully you'd find that in many of those years major investments were made in new projects — projects that are today fueling the growth and success of the corporation.

As IDG has never borrowed nor offered public shares to raise money for new projects, it stands to reason that years of heavy investment naturally deflate profits.

What five people, living or dead, would you invite to a dinner party?

Glad that whoever asked the question kept the number small. I hate big dinner parties! I guess I would start off with William Kappell, an absolutely dazzling American trained pianist who died at a quite young age in an airplane crash, to find out how it must have felt to know that you could play anything better than anyone else.

The French impressionist artist, Claude Monet, to try and understand why one person out of millions had such an incredible sense of form and color.

Johann Sebastian Bach, the supreme and consummate composer, to find out how he even had time to write as much as he did while fathering some 24 children and holding down a full-time job.

Dylan Thomas, the great Welsh poet and writer, whose work I have loved for years but have never been sure I fully understand.

And last, but not least, the ultimate diva of all time, Maria Callas. This one just for fun and I would certainly hope that she doesn't hog the conversation.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

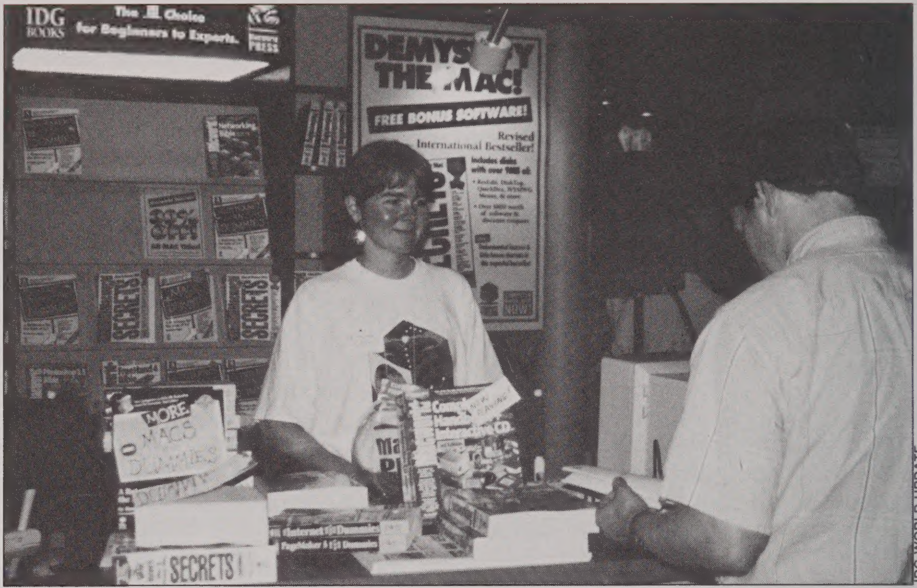
☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

MACWORLD

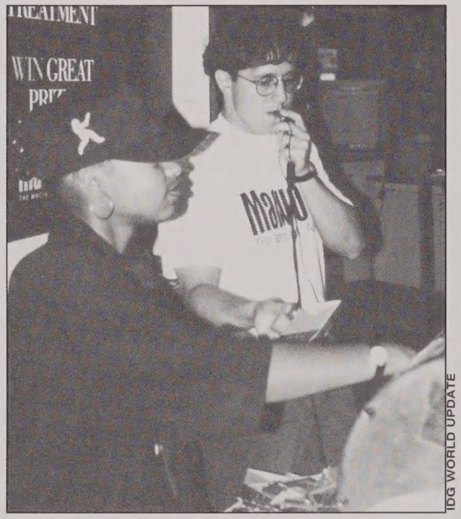
continued from page 1

IDG WORLD UPDATE

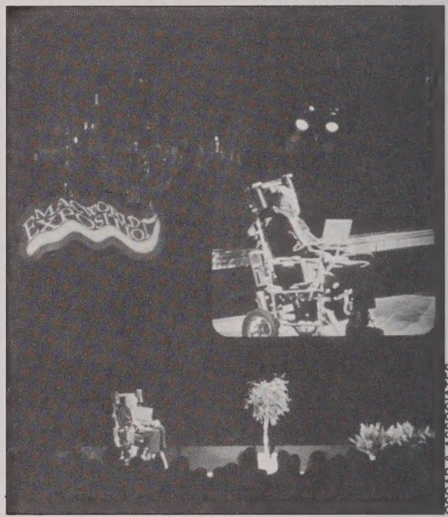
CIRCULATION PROMOTION MANAGER *Kelvin Gee* *and Assistant Marketing Manager* ***Rhona Hamilton*** *staff the Macworld booth.*


IDG WORLD UPDATE

WITH THE FEW TITLES LEFT ON THE SHELF A TESTAMENT TO THEIR POPULARITY, IDG *Books Director of Marketing* ***Polly Papsadore*** *waits on a customer .*


IDG WORLD UPDATE

MW SALES DEVELOPMENT MANAGER *Jeff Julian* *introduces a raffle winner with the help of INROADS Intern* ***Jamila Johnson****.*


OSCAR & ASSOCIATES

WHETHER VIEWED ON SCREEN OR ON *stage, Stephen Hawking captivated the crowd with his keynote address.*

lier this year at the San Francisco MACWORLD Expo, Apple consolidated all of its product offerings into one arena, a large white tent set up outside the main exhibition hall. The company more than tripled its exhibit space from last year and, in addition to Power Mac, featured its latest portable computers and its new online service, eWorld.

The conference program, which offered more than 100 individual sessions, got off to a fast start with Jim Martin's welcoming remarks. Martin focused on the worldwide brand strength of *Macworld* product lines and the latest and future technologies that will invigorate the Apple market.

Two sold-out keynotes followed, one of which was a panel discussion on the digital highway. In the other, world-renowned author and theoretical physicist Stephen Hawking made a rare public appearance, captivating the audience with his thoughts on how interactive technology empowers and challenges end users.

On the show floor, *Macworld* was prominently represented in a 40 ft. x 50 ft. booth. The circulation staff launched a new subscription program offering a 50% discount on subscriptions rather than the usual "six months free" promotion offer and signed up more than 300 new readers.

IDG Books titles were sold at the booth for the first time at a MACWORLD Expo/Boston. More than $32,000 in merchandise flew off the shelves.

Show attendees embarked on the annual "Macworld VIP World Tour," collecting stamps at the booths of the World Class Award product winners and becoming eligible for drawings for prizes at the *Macworld* booth.

During the week, *Macworld* sponsored the World Class Awards dinner and presented trophies to the winners with the help of guest host David Pogue, author of several of IDG Books' Mac titles.

Macworld also hosted a breakfast briefing, at which Vice President/Director of Research **Gary Rocchio** presented newly released *Macworld* research and industry analyst Pieter Hartsook discussed current market data.

At IDG's corporate headquarters, *Macworld* organized a reception for key clients to meet IDG Chairman Pat McGovern, *Macworld* staff members and colleagues from *Macworld* publications outside the United States.

IDG HR UPDATE

July/August 1994

YOUR HUMAN RESOURCES NEWS SOURCE

Identifying group norms helps teams work more effectively

by Donna Vieraitis, vice president human resources, InfoWorld

No matter how we slice it, we are all part of a team. You belong to a business unit, so you are a team member there. You are probably a member of a department and maybe part of a work group within that department. Think of a highly successful group you have been a part of: an athletic team, a committee or a charitable organization. What made that team so successful? What does being part of a team mean to you?

From time to time it's helpful for each of us to explore the concept of teams, as the success of our individual business units and that of IDG depends on the effective implementation of teamwork.

Teamwork

One major difference between a group and a team is that a group is a set of people working together and a team is a set of people working together to achieve a set of commonly defined goals.

Cooperation, communication, building on each other's strengths and making up for each other's weaknesses all contribute to teamwork. Each team member has a unique working style, an individual set of skills and experiences, and something of value to offer the team. Being part of a team can mean participating in a lunch-time exercise group, sharing the same printer or picking up the slack when a fellow worker is on vacation.

Teams of any kind have leaders — formal or informal. However, do those folks define the success of a team and whether the team has a good time achieving its goals? Sometimes. Group leaders today are very different from the autocratic managers of the past who controlled their workers through directives. Today's leaders have evolved. They have given up management based on directives and are empowering their teams. Leaders and team members alike can now make decisions and share in success together.

Group norms

Now I will cut to the chase: teams have cultures. That's not culture as in going to the opera or knowing on which side of the plate the fork belongs. Teams have an unspoken culture, an understood style, an implicit approach, a group norm of their own. A team is often defined through its style and each team member generally relates to it.

Group norms are the informal operating rules that guide a team's — or a group's — behavior. All groups have norms: families, organizations, businesses and societies. For example, driv-

• CONTINUED ON BACK •

MATCH THE TOP MARGINAL FEDERAL TAX RATE WITH ITS COUNTRY OF ORIGIN

1. Austria	A. 65%
2. Belgium	B. 60%
3. Brazil	C. 55%
4. Hong Kong	D. 50%
5. Japan	E. 40%
6. Mexico	F. 35%
7. Netherlands	G. 30%
8. Singapore	H. 25%
9. United States	I. 15%

ANSWERS ON THE BACK

ASK HR

Q **What does it cost me to use the IDG network?**

A **When using the IDG Preferred Provider Organization (PPO) managed by John Hancock, the only cost to you is a $15 co-pay. IDG employees pay the $15 directly to the medical provider at the time of service. John Hancock pays the balance of the medical service cost, on IDG's behalf, directly to the provider. Medical providers in the PPO cannot bill IDG employees any additional amount. Employees are not required to pay anything up front in excess of the co-pay.**

To determine if your physicians belong to the IDG (John Hancock) PPO network, please refer to the network booklet for your area. You may also use the booklet to select physicians so you may take advantage of the benefits using a network physician offers. If you have questions regarding the IDG PPO, or need a copy of the network booklet for your area, please contact your local Human Resources department.

Q **How do employees in HMOs use the IDG Vision Plan?**

A **Employees enrolled in Health Maintenance Organizations (HMOs) are eligible to receive the same vision benefit as employees in the IDG Medical Plan, managed by John Hancock.**

The vision benefit provides $100 per calendar year to cover expenses for eye exams, lenses

• CONTINUED ON BACK •

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

TEAMWORK

continued from previous page

ers in the Bay Area have a set of norms that nobody mentioned to me before I moved to Northern California from Boston seven years ago. Nobody told me about the unwritten rules: it's not cool to tailgate, honk loudly, run down pedestrians, pull U-turns, or avoid eye contact at all time while driving. I had learned a different set of norms growing up outside Boston. My rules of the road were different — not better, not worse (well, maybe!).

The point is, nobody told me about the local norms ahead of time. If they had, I would have fit in faster and perhaps been less of a menace on the Bay freeways.

On another level, think about why some teams have more fun at work than others. Teams that appear to operate well may effectively understand each other in the context of what have become the operating rules. There is a style of working that has become comfortable, and each team member has come to respect individuality within the group culture. No one really made many of the norms, they just evolved. However, if you do not know them, you feel like an outsider.

Remember: group norms serve as the glue that holds the team relationships together. The faster a team member learns the team's norms, the quicker the player adapts, resulting in less anxiety for everyone.

IDG

IDG has its own set of spoken and unspoken group norms. The most obvious include the *10 Corporate Values.* This set of rules has established the culture in which we all work. It is the common thread between all business units that form the IDG team and has become the cornerstone of the company's operating philosophy.

Other norms vary from division to division or location to location. For example, some business units choose E-mail as a tool to communicate business unit news, while others prefer to discuss their news at business unit meetings.

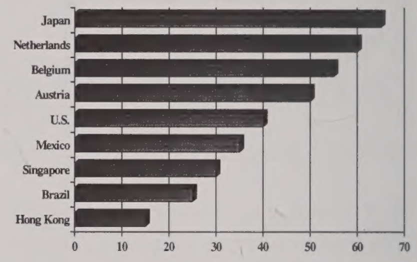
Local flavor

What are your group's norms? It is helpful to discuss them openly. At your next business unit meeting or department meeting, plan to discuss the norms that exist within your group. You will find the experience educational and entertaining, and this process will facilitate the work you are trying to accomplish.

MARGINAL FEDERAL TAX RATES

continued from front page

1. D 2. C 3. H 4. I 5. A
6. F 7. B 8. G 9. E

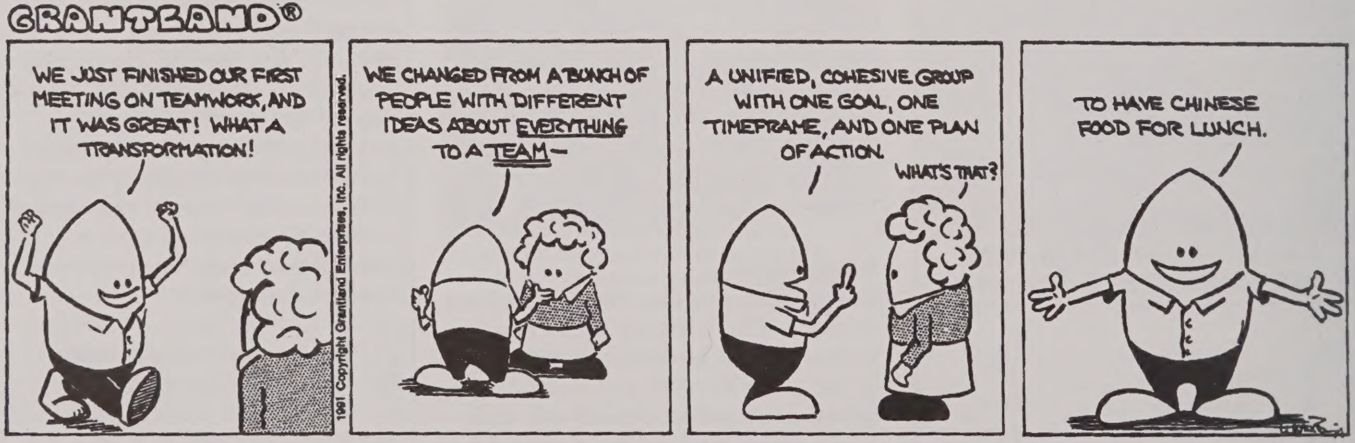


ASK HR

continued from front page

frames and contact lenses. Employees in HMOs, or the Hancock Plan, are required to submit expenses to John Hancock using the Group Vision Claim Form. HMOs will not submit expenses to John Hancock.

Some HMOs provide their own vision benefits, so check with your HMO for details on the services available to you.


GRANTLAND®
WE JUST FINISHED OUR FIRST MEETING ON TEAMWORK, AND IT WAS GREAT! WHAT A TRANSFORMATION!
1991 Copyright Grantland Enterprises, Inc. All rights reserved.
WE CHANGED FROM A BUNCH OF PEOPLE WITH DIFFERENT IDEAS ABOUT EVERYTHING TO A TEAM—
A UNIFIED, COHESIVE GROUP WITH ONE GOAL, ONE TIMEFRAME, AND ONE PLAN OF ACTION.
WHAT'S THAT?
TO HAVE CHINESE FOOD FOR LUNCH.

IDG HR UPDATE

CONTRIBUTING WRITERS
Donna Vieraitis
Tom Mathews

COORDINATORS
Kelly Lynch
Tom Mathews

EDITORS
Patricia Smith
Stephanie Noyes
Penny Winn

HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Fax: 508-935-4600.

IDG HR UPDATE

May/June1994

PUBLISHED BI-MONTHLY FOR U.S. INTERNATIONAL DATA GROUP EMPLOYEES

IDG Health Care Options Reap Bottom-line Benefits

By Susan Rogers, IDG director of compensation and benefits

IDG works hard to develop a benefits package that meets the needs of its employees. Over the years, IDG has added many features to the plan as employees have expressed interest and needs in various areas. This year, a Preferred Provider Organization (PPO) was added to the IDG Medical Plan administered by John Hancock.

PPOs benefit employees who like the flexibility and choice of a traditional indemnity plan but do not enjoy the paperwork and administration. The PPO also helps IDG control costs by negotiating fixed rates with physicians and hospitals for various services. When costs are controlled and the level of service remains high, everyone wins.

The PPO and other managed care features of the IDG plan help employees and IDG manage costs. The proof is that IDG's medical claims have remained flat, while medical inflation is running at multiples of the Consumer Price Index inflation rate. As a result, employees have seen no increase in their contribution rates. IDG is now the only company among its publishing competitors to provide free benefit coverage for its employees.

> *IDG is now the only company among its publishing competitors to provide free benefit coverage for its employees.*

Employee contribution rates for Health Maintenance Organizations (HMOs) will also remain the same. HMOs are doing a better job of managing their costs and again, employees benefit.

Employees receive favorable rates, as does IDG, for any services performed within the PPO network. Because of this favorable treatment, employees are encouraged to continue using the PPO's network physicians. All physicians and hospitals in the network are screened and certified by the network. All medical savings benefit not only employees' wallets but also IDG's bottom line.

IDG is self-insured. In plain English, IDG pays all claims up to $175,000 for each covered individual per year. At $175,000, catastrophic coverage, also called stop-loss insurance, kicks in, which protects the company from extraordinary claims. John Hancock provides administrative services only, simply paying claims on IDG's behalf.

Each year the Employee Opinion Survey provides the company with a benchmark of how well the benefits plan is meeting employee needs. The FY94 survey showed a benefit satisfaction level in excess of 85%. This score is extremely high, however, we are always looking for ways to enhance the benefit plan while keeping an eye on costs.

A number of employees recommended enhancements to the benefits package, including the possibility of improving the prescription drug program. It is not surprising that employees are concerned about the cost of prescriptions

• CONTINUED ON BACK •

TEST YOUR KNOWLEDGE OF THE EMPLOYEE SURVEY

1. What was the response rate for the 1994 IDG Employee Opinion Survey?

A. 70%
B. 72%
C. 81%
D. 95%
E. None of the above

2. Which factor was rated the highest by IDG employees on the 1994 survey?

A. Job satisfaction
B. Compensation
C. Work environment
D. About IDG
E. Supervision

3. Compared to a year ago, what percent of IDG employees are as happy or happier?

A. 85%
B. 15%
C. 60%
D. 35%
E. 70%

ANSWERS:

1. C., 2. D., 3. A.

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Intercompany Transfers Offer Career Growth Options

By Patty Sanclemente, IDG systems specialist

Current trends demonstrate that IDG employee transfers are on the rise while the company turnover rate continues to decline. IDG's total separation rate for 1993 was approximately 18% — the lowest in four years. This is a very positive sign for IDG and is significantly lower than the industry norm. The transfer rate for 1993 was the highest in recent years — 4.4%. Transfer activity indicates that people are finding career change, growth and promotional opportunities within IDG.

IDG has been tracking intercompany transfers and overall turnover rates for several years, which helps business units target trends, recognize potential problems, and plan budgets.

Career opportunities within IDG

IDG promotes from within whenever possible, giving preference to internal applicants when internal and external candidates are equally qualified for a given position. The IDG Job Opportunities, published weekly in the *IDG World Update*, is one vehicle the company uses to support employees' personal and professional growth through intercompany transfers.

Jennifer Beilowitz, account manager at *InfoWorld*, began her career with IDG in 1991 as a corporate human resources assistant. Jen can attest to such support. "My husband and I were planning on moving to California, and I was fortunate enough to get a job with *PC World* as a sales assistant. This worked out very well since I had been wanting to get into sales. After working at *PC World* for about a year, I saw a position listed in the IDG Job Opportunities for an account manager at *InfoWorld*. This was a promotional transfer which afforded me the opportunity to further my career in the sales arena."

Transferring employees bring invaluable insight about IDG's operations, values and culture to their new positions. Through his prior role as corporate group controller, **Bob Ainsworth**, finance director at *InfoWorld*, gained "a broader range of the business from a more strategic side. I could watch from a distance, yet not be directly involved in what was going on. I learned a lot that way," Ainsworth said.

As the finance director at *InfoWorld*, Bob is able to apply the practical knowledge he learned as group controller, while "learning more about operations, publishing, and marketing at *InfoWorld*."

"Respect for the individual"

It's one of the 10 Corporate Values and the driving force behind tracking statistics like transfer and turnover rates: employee growth and development. By taking advantage of intercompany transfers, employees enhance their opportunities for personal and professional growth. By providing such an environment, IDG is able to retain talented and creative employees.

DID YOU KNOW?

When calling one of IDG's benefit vendors — John Hancock, Fidelity, etc. — your processing will be easier if you identify yourself as an IDG employee. The benefit plans are administered on a corporate basis, so mentioning both your business unit and its affiliation with IDG will speed your inquiry.

HEALTH CARE

continued from previous page

as they have been rising at an annual rate of 18%, faster than nearly any other medical service. Currently, prescription drugs are considered an "out-of-network" service and therefore subject to deductibles.

Prescription card programs as well as mail order programs have been researched in the past. Prescription card programs are an expensive benefit to implement and administer, but we are once again researching the options available to IDG. Savings in other areas of our benefit program allow us to research the areas of interest to employees.

Employee feedback is our best source of information. IDG is fortunate to have an employee population that effectively utilizes its benefit plan, and one that shops the medical system much like other goods and services. The benefit returns to us, and we all win with lower contribution rates and a superior benefit plan.

IDG HR UPDATE

CONTRIBUTING WRITERS
Susan Rogers
Patty Sanclemente

COORDINATORS
Kelly Lynch
Tom Mathews

EDITORS
Patricia Smith
Stephanie Noyes
Penny Winn

HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Fax: 508-935-4600.

IDG Job Opportunities Update

Monday August 22, 1994

OFFICE ADMINISTRATOR (IDG)
The individual in this position will handle receptionist and office management responsibilities. Excellent communication and organizational skills are necessary. A minimum of two years experience required.

ASSOCIATE CREDIT ANALYST (IDG)
The successful candidate will check bank and trade references supplied on credit applications. Candidate will contact companies regarding credit to verify or clarify information received on applications. Individual will generate Dun & Bradstreet and trade reports from the system when appropriate or requested. Duties will also include special projects as assigned.

VP & GENERAL MANAGER, IT DESKTOP (WEC)
The individual in this position will develop the concept and business plan leading to the launch and on-going management of major trade shows and conferences focused on the information technology desktop, including, personal computers and their interoperability. Management and management motivational skills are required. IT and Trade Show experience are essential.

DIRECTOR AND GENERAL MANAGER, COMPUTERWORLD EXPO (WEC)
The qualified individual will be responsible for the development of the concept and business plan leading to the launch and on-going management of a domestic Computerworld Expo. IT and Trade Show experience necessary.

CUSTOMER SERVICE REPRESENTATIVE (WEC)
The individual in this position will provide inbound telephone customer service for all World Expo events. Excellent communications skills required. Must be computer proficient with familiarity with databases. Candidate must be able to assimilate many different sources of information simultaneously. Must be detail-oriented.

ADMINISTRATIVE ASSISTANT (CIO)
The individual in this position will be responsible for administering CIO's vendor relations program. Duties will include opening mail, answering requests from readers, helping to organize events, overseeing communications with the Editorial Advisory Board and other projects as required. This position requires a highly organized, energetic, personable and tactful individual. Knowledge of word processing applications is necessary.

PUBLISHER (NW)
Network World is seeking a Publisher to oversee various sales and marketing functions. This newly created position will report to the President and CEO. Qualified candidates must have at least 10 years of publishing experience or related field.

OPERATIONS ASSISTANT (NW)
This entry-level position in Network World's Special Projects Department will be responsible for assisting with a wide range of activities to support Network World's products and services. Duties will include inbound tele-sales, order entry and fullfillment, and logistics planning and execution. MAC experience is necessary. Knowledge of FileMaker Pro, Word and Excel preferred.

ELECTRONIC PRODUCT DEVELOPMENT SPECIALIST (IDC)
This individual will have primary responsibility for the management, production and support of the IDC Research Base CD-ROM product. Responsibilities will include identification of enhancements to the current product and managing their implementation. Candidate will participate in identifying new directions for IDC's electronic delivery projects and assist in their implementation, rollout and support.

GROUP OPERATIONS MANAGER (IDC / LINK)
Ideal candidate will work as the primary contact for research, sales and marketing between IDC/Link and IDC headquarters. Responsibilities will include, sales administration, maintenance of client database, and report tracking. Individual will manage two direct reports; a part-time research assistant and marketing assistant. 3-5 years administrative experience required. Mac experience necessary.

RESEARCH ANALYST - MASS MARKETING TECHNOLOGY (IDC/LINK)
Candidate will possess excellent writing skills and knowledge of survey methodology. Experience with communications technology is necessary. BA/BS plus 2-3 years work experience a plus.

SENIOR RESEARCH ANALYST, BIS (IDC/LINK)
The individual in this position will have overall responsibility for managing IDC/LINK's Business Information Services CIS program. Specific skills required include research, analysis, writing, market forecasting, and client management. 3-5 years of relevant work experience is necessary. This position is located in the IDC/LINK office, but will work closely with IDC's Communications group in Framingham, MA.

SALES REPRESENTATIVE - D.C. & Northern Virginia (FCW)
The ideal candidate will call on major accounts in the D.C. and Northern Virginia area. Individual must have 4-5 years space sales experience. Knowledge of the federal market a plus.

SALES ASSISTANT (CWI)
The individual in this position will provide support to the recruitment sales team. Duties will include producing reports, database maintenance, managing in-house mailings, tracking correspondence, phone coverage and other duties as required. Excellent communication skills necessary. Individual must be detail oriented. Familiarity with spreadsheet packages and word processing necessary. A minimum of 2 years administrative experience required.

INFOMARKET ACCOUNT MANAGER (IW)
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years selling experience plus knowledge of the PC Industry is required.

SYSTEMS SPECIALIST - 2 POSITIONS (IDG/B)
Successful candidate will provide technical computer and software assistance to users, setup and install new workstations, install software, train users and develop and maintain inventory control procedures for IS equipment. Two to three years in technical customer support is required. (One position is located in San Mateo, CA. and one position is located in Indianapolis, IN.)

PAGE LAYOUT TECHNICIAN (IDG/B)
The individual will be responsible for page layout using the Macintosh computer and peripherals. Thorough knowledge of Aldus PageMaker or QuarkXPress is required. Working knowledge of Microsoft Word is essential. Candidate must be creative and able to handle a high volume of work with few errors. (Position is located in Indianapolis, IN.)

PROOFREADER (IDG/B)
The successful candidate will be responsible for reviewing books for educational and production errors and serving as an interface between the editorial and production departments. Individual must possess problem solving, time management, quality assurance and language skills. Must be detail oriented. (Position located in Indianapolis, IN.)

COMPOSITOR / DESIGNER (IDG/B)
Ideal candidate should have experience in the book publishing industry. Individual must be proficient in QuarkXPress, Freehand, Adobe Illustrator, and Photoshop. Candidate will be responsible for designing book format and accompanying illustrations. Some page formatting necessary. Must be self-motivated, independent, flexible, and detail-oriented. Strong design skills and a working knowledge of page layout and page formatting required. (Position located in Braintree,MA.)

DESKTOP PUBLISHING SPECIALIST (IDG/B)
Candidate must be proficient in QuarkXPress, Freehand, Adobe Illustrator and Photoshop, as well as understand typesetting and editorial terms and rules. Individual must be self-motivated, independent, flexible, and detail-oriented. Strong organizational, communication and project management skills are necessary. A minimum of 5 years experience in Mac-based desktop publishing in the computer book publishing industry is required. (Position is located in Braintree, MA.)

DIRECTOR, FINANCIAL OPERATIONS (PCW)
This position is responsible for the management of financial planning, reporting, forecasting and analysis along with providing operational and strategic guidance to PC World's Newsletters, Online, Global, and Multimedia groups. A minimum of 7+ years of publication finance and management experience is required. Excellent analytical and communications skills are necessary. MA Accounting/MBA Finance (or equivalent) preferred.

TEST CENTER DIRECTOR (PCW)
Ideal candidate will direct the operations of the PC World Test Center in developing and running tests for computers, peripherals, and software in such a way as to meet the information needs of the readership of PC World. Extensive technical knowledge of the issues involved in testing the performance of computers, peripherals and software required. Must be able to work well with editorial staff.

CHIEF FINANCIAL OFFICER (IMI)
The successful candidate will oversee the financial operations of IMI/ Publish & Advanced Systems. Individual will be responsible for providing financial information, analysis, and financial direction to the Chairman, after consultation and in conjunction with Presidents and Group Publishers. Candidate will develop business plan budgets, forecasts, reconciliations and financial operating plans for IMI. Excellent organizational and communications skills essential. A minimum of 8 years in the magazine industry finance required. BS in Accounting necessary.

IDG Job Opportunities Update

August 22, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Office Administrator	Dallas, TX	B Shipman	(214)233-0882
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG/IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG/NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG/IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Marketing Manager - NW Unplugged	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Telesales Representative	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	Editorial Assistant (temporary position)	Framingham, MA	M. Cornetta	(508)935-4734
NW	Test / Reviews Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Electronic Product Dev. Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Group Operations Manager	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
LINK	Senior Research Analyst, BIS	New York	D. Bernardi	(508)935-4361
LINK	Primary Research Analyst	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Sales Representative	D.C. & Northern Virginia	K. Fantoni	(508)935-4531
FCW	Associate Publisher	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Editor of Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor / Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Research Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Administrative Sales Assistant	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	Human Resource Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	MARCOM Project Manager	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Database Services Representative	CW Database, Burlingame, CA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CWI	Data Quality Assurance Specialist	CW Database, Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566

IDG Job Opportunities Update

August 22, 1994

Division	Title	Location	Contact Mgr.	Phone
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	InfoMarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Lotus Notes Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Associate Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Executive Editor/Design	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters (2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Compositor / Designer	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Desktop Publishing Specialist	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Direct Sales Representative	Texas	P. Levenduski	(415)312-0622
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Assistants (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry/Customer Service Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	VP, Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publishing Dir./ Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Macworld Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publishing Dir./ Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Director of Research	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Marketing Manager	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (5)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Director, Financial Operations	San Francisco, CA	V. Peilen	(415)978-3170
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Group Publisher	Multimedia Group, San Francisco, CA	R. Marino	(415)978-3383
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Assistant Editor	Multimedia World, San Francisco,CA	D. Menn	(415-267-1709
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
PCW	Performance Analyst	San Francisco,CA	D. Andrews	(415)974-7434
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Chief Financial Officer	San Francisco, CA	F. Lee	(415) 267-1722
IMI	Assistant to VP of Ad Sales & Mkt.	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Advertising Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic, Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Marketing Manger/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Manager/Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

An Update From Thomas Cook Travel

IDG Travelers Reap Benefits on Land and in Air

***Lyndsey Pomella**, manager of Thomas Cook Travel, writes this monthly column to share travel tips and benefits with IDG employees. If you have questions or suggestions for future columns, please contact Thomas Cook at telephone: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).*

Frequent Flyers Should Know the Ground Rules

Keep in mind when calling Thomas Cook Travel for rates that no rate is guaranteed unless ticketed. We sometimes get calls from disgruntled travelers when a rate has been quoted and the traveler calls back to make the reservation, only to be informed that the rate is no longer available.

Due to deregulation, the airlines can use their discretion in fare structuring and will not guarantee any fare unless it has been ticketed.

Preferred Seating

The airlines control seating and restrict the inventory. If your preferred seat assignment is not available at the time of booking, a seat will be held for you and your preferred seat waitlisted. Thomas Cook's automated quality control system will repeatedly request your seating preference 24 hours a day and will confirm your assignment whenever airline inventory allows. If your preferred seat is not obtained, a notation will be made on your itinerary.

Boarding Passes

Even if travelers have boarding passes for their domestic flights, they will not always be guaranteed their seat assignments. If travelers challenge the clock and get to the airport with only five minutes until departure, two things may happen. First, the traveler's seat assignment may have been given to another passenger who checked in early and honored the airline's minimum check-in requirement (10-30 minutes prior to departure, depending upon the airline). Or the traveler may lose the seat because the flight was oversold.

Hotel Near GITG Has Corporate Rate for IDG Visitors

Thomas Cook Travel has negotiated a rate of $116/night single occupancy and $126/night double occupancy at the Marriot Fairview Hotel in Falls Church, Va. The hotel is conveniently located across the street from the IDC Government and *Federal Computer Week* offices.

Tucked away in a quiet, wooded surrounding complete with outdoor jogging trails and a small lake, the hotel houses indoor/outdoor pool, health club and sauna. There is complimentary garage parking for all guests, and the hotel's facilities include JW's Sea Grill, The Club Lounge and Tickets nightclub.

This is just one of the many hotels Thomas Cook is working with to obtain negotiated rates for IDG employees. If there is a hotel that you frequent on business, please contact the travel office and let us know. The Thomas Cook Travel staff welcomes all input and suggestions.

Avis Preferred Renter Program Offers Convenience

Avis is the preferred car company for IDG. Corporate rates have been negotiated with Avis that include unlimited mileage anywhere IDG employees lease rental cars, with the exception of one way drops. In that case, there is a 27 per mile chargeof 27 cents.

Avis Preferred Renter applications are available from the travel offices at 5 Speen Street in Framingham and 501 Second Street in San Francisco. Preferred Rental status normally involves a $50 application fee; however, this has been waived for IDG employees. By enrolling in this program, travelers can bypass the rental counter, board the Avis bus and be dropped off at their cars. A pre-printed rental agreement will be left in the rental car.

This service is offered at 50 major airports in the U.S. and abroad. After a traveler uses the preferred card nine or more times in a given year, complimentary upgrades are awarded.

MEETING PLANNERS

When planning meetings and group travel, Thomas Cook is one of your best resources. Whether large or small, the travel department can assist you. We have negotiated group rates with United, American and Delta Airlines as well as with USAir. In addition, we have special rates from Boston's Logan Airport to New York's LaGuardia and Washington, D.C.'s National Airport and discount rates at several hotels. If we don't have negotiated rates for airlines or facilities that meet your needs, we will make every possible effort to accomodate your specific needs.

PLEASE NOTE:

Thomas Cook Travel can now be reached at Business Talk address T.Cook.

West Coast Employees Net $11,838 in AIDS Walk

Over 80 IDG West Coast employees, friends and family members took part in the 1994 AIDS Walk, held July 17 in Golden Gate Park in San Francisco. Together the group raised $11,838, not including matching pledges, and the five top fundraisers were awarded prizes.

Nadia Maudsley of *PC World* collected pledges totalling $1,750 and won two nights at the Highlands Inn resort and spa in Carmel, Calif. *InfoWorld*'s **Nancy Durlester** received $150 toward dinner at the restaurant of her choice for her $850 of pledges. **Donnie Burke** of *InfoWorld*, and **Lonnie Forbes** and **Ken Buchmann** of *Infotainment World* , who raised $625, $610 and $520 respectively; earned $75 gift certificates to Copeland's Sporting Goods store.

Team members wore T-shirts designed by **Kent Tayenaka** of *Macworld.* To create the shirt, Kent used a stock photo from the turn of the century of two young boys walking hand-in-hand with AIDS ribbons superimposed on the lapels. The names of participating IDG business units were printed on the back of the shirt. Kent's design won recognition from the AIDS Foundation and a place in their collection.

Overall, 18,000 walkers participated in this year's event. Together they raised a total of $2.8 million for AIDS.

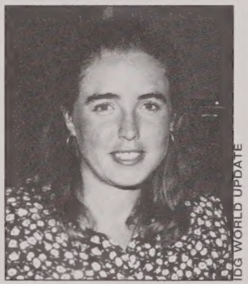
PC World's ***Melissa Riofrio*** *contributed to this piece.*

ROB RUBRIGHT

MEMBERS OF IDG WEST COAST BUSINESS UNITS PARTICIPATED IN THE 1994 AIDS *walk last month in San Francisco's Golden Gate Park.*

NOTEWORTHY

PROMOTIONS


IDG WORLD UPDATE

FOWLER

Piper Fowler has been promoted to associate HR representative for IDG's Human Resource Services Division. Piper has been with IDG for over a year, and in her new position will be the primary contact at HRSD for employee relations and recruitment for IDG corporate and regional offices.

Federal Computer Week has announced three promotions. **Tony Calamaro** has been promoted to director of sales, responsible for sales for *Federal Computer Week, Government Best Buys* and *The Integrator.* Previously eastern sales manager, Tony studied economics and marketing at Villanova. In his free time he follows Philadelphia sports, reads and plays golf.

IDG WORLD UPDATE

CAPONE

Deb Capone has been promoted to national sales manager for *Government Best Buys.* Previously the regional sales manager for *FCW*, Deb will manage the *Government Best Buy*'s nationwide sales team. She earned a BA in communications from the University of Virginia and serves on the Board of Directors of the Make-A-Wish Foundation.

Mary Martin is project manager for *The Federal Integrator*, the bi-monthly magazine found in the integrator file of *FCW* and other IDG titles. Mary has been with *FCW* for two years and will remain as regional sales manger for the Southeastern United States.

NEW EMPLOYEES

IDG World Expo welcomes three new employees. **Jay Novak** is an East Coast sales representative responsible for ComNet, Information Superhighway Summit and Network World Unplugged. Jay spent the past year at Intelogic Trace, a computer consulting firm, but prior to that was a senior account executive for the *Computerworld* classified advertising department.

IDG WORLD UPDATE

KINDLE

Mary Kindle has signed on as conference manager for ComNet. Mary brings over ten years in the telecommunications industry having worked as a consultant relations manager for Sprint and a network optimization and forecasting

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Eileen O'Brien - IDC

TWELVE YEARS
Kim Myhre - IDC

ELEVEN YEARS
Frances Benedict - IDG

NINE YEARS
Janell Brown - InfoWorld
Steve Ireland - Computerworld Australia
Karlyn Gale - IDC

EIGHT YEARS
Greg Boren - InfoWorld

SEVEN YEARS
Luis Camus - PC World
Kevin Greene - Integrated Media
So Fong Yip - Macworld
Sue Champeny - Network World

SIX YEARS
Nancy Sheehan - IDG
Michael Malone - IDG

FIVE YEARS
Liesbeth Ruoff - IDC Benelux
John Sieling - Infotainment World
Peter Gremlin - IDG Sweden
Hans Löfgren - IDG Sweden
Brad Christenson - IDC

FOUR YEARS
Lynda Rosenthal - CIO
Margo Dunn - Federal Computer Week
Sven-Erik Remmare - IDG Sweden
Roar Nerdal - IDG Norway
Jean-Luc Bensimon - IDG France
Mustafa Arslantunali - IDG Turkey

THREE YEARS
Rick Popko - IDG Central Services
Gülistan Senol - IDG Turkey
Jennifer Ramirez - IDG Books
Peter Chiu - InfoWorld
Ann Roskey - ETA
Joanne Wittren - Network World
Nancy Newkirk - IDG

TWO YEARS
Gene Gable - Integrated Media
Anja Buhl Jensen - IDG Denmark
Gitte Pehrsson - IDG Denmark
Dag Inge Karlson - IDG Norway
Tomoko Hosoe - Macworld Japan

ONE YEAR
Joyce Clarke - PC World
Cheryl Grover - PC World
Pearl Chan - IDG Central Services
DJ Marsh - IDG Books
Jodi Thorn - IDG Books
Renee Stephens - InfoWorld
Jenifer Clarkson - Macworld
Alison Hoeske - Computerworld
Douglas Mashkuri - FCW
Janicke Hagelien - IDG Norway
Kozo Mori - Macworld Japan
Masahiro Murakami - Macworld Japan
Thierry Parisot - IDG France
Stéphanie Molinier - IDC France
Marie-Anne de Stefanis - IDC France
Edwin Wilkins - IDC
Lisa Johnson Ogrinc - LINK

---

project manager for MCI. She is also a certified "able bodied seaman" on the tallship H.M.S. Bounty and an avid skiier, windsurfer and cyclist.

MURNANE

Didi Murnane is conference manager for the Object World events in Boston and San Francisco. Didi lived in Switzerland for two years during college, and has spent over seven years working for companies such as Extension Technology and Gensym Corporation. Didi volunteers in Boston advocating for legislative change at Beacon Hill and in Washington, D.C. She also works with children in Boston's South End to improve their reading and writing skills.

Masashi Kobayashi has joined *Macworld Japan* as vice president and associate publisher. Masashi recently returned from the U.S. where he received an MBA in marketing and finance from Columbia University Business School. Prior to studying abroad, Masashi worked, for eight years at the Dentsu Ad Agency which included two years with the startup Media Factory Division of Recruit Publishing.

Dale Stefani has been hired as distribution manager for IDG Books Worldwide in Indianapolis. Dale attended Southern Illinois University and outside the office enjoys cooking, golf and swimming.

The Marketing Services Division has hired **Amy Doan** as a sales operations analyst. Amy was previously market research coordinator for Cushman and Wakefield, Inc. where she was involved in sales presentations and writing quarterly reports. Amy graduated from the University of California/Berkeley with a BA in English/business administration. In her free time Amy reads, writes, travels and is an in-line skater.

Jennifer Carson is a customer service specialist for *PC World*. Jennifer graduated from Michigan State University with a BA in communications and outside the office enjoys hiking, rollerblading, running and biking.

Kristine Equihua is a receptionist who will support *PC World*, *Multimedia World*, *Advanced Systems*, *Publish* and IDG Shared Services. Previously lead cashier and customer representative for Camping World, Kristine enjoys reading, music and dance.

ETCETERA

Debra Paul, formerly national account manager for Object World U.S. events, has been named to the newly created position of international events specialist for IDG World Expo's Object World International. Debra will promote awareness of Object World International events in both an account management and marketing capacity. Ten years in the trade show industry and Debra's two-year involvement with MACWORLD Expo's international events will contribute to her new position.

CELEBRATING 10

Bob Wallace

HOMETOWN: Natick, Mass.

PROFESSION: Senior Editor for *InfoWorld*

JOINED IDG: April 1984 as communications staff writer for *Computerworld.*

JOINED IDG BECAUSE: I wanted an opportunity to try out the trade press and have the flexibility to work for several IDG publications.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? No. I couldn't forsee being anywhere that long.

CURRENT RESPONSIBILITIES: I cover information superhighway services, internetworking, ATM, remote LAN access and computer-integrated telephone.

WHY DO YOU LIKE BEING AT IDG? The people make it all worthwhile (not to mention the Christmas party).

BEST PART OF YOUR JOB: The breadth of my beat and the opportunity to educate our 225,000 readers on new products, services and emerging technologies.

MOST CHALLENGING PART OF YOUR JOB: Trying to eat *PC Week*'s lunch.

LATEST ACCOMPLISHMENT: Receiving *InfoWorld*'s Best Award for being the top-rated reporter in the second quarter of calendar year 1994.

CAREER HIGHLIGHTS: Launching *Network World* as a start-up weekly in early 1986 and receiving an award of special recognition from a major national users group in 1990.

RITZ-CARLTON

IDG WORLD UPDATE

BOB WALLACE (R) JOINED IDG CHAIRMAN PAT MCGOVERN FOR *a celebratory dinner at the Ritz-Carlton Hotel in Boston.*

MOST REWARDING THING YOU'VE EVER DONE: Graduating from Boston University in 1983.

DREAM DESTINATION: Australia

WORDS TO LIVE BY: "Winning isn't everything, it's the only thing."

DREAM JOB: Opening a "boat bar" on Lake Winnepesauke in New Hampshire.

MANAGER'S PROFILE: "Bob is a high energy person who never gives up until he has the story. He always comes through in a pinch. And he's a 'way cool' guy."
-Vance McCarthy, Networking Editor, InfoWorld

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS ADMINISTRATOR
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan-Bonfantino
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 215 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 35

August 29, 1994

IDC ANNOUNCES NEW CIS PROGRAM ON INTERNET COMMUNICATIONS
PAGE 2

IDG HUMAN RESOURCES HOSTS POLISH VISITOR ON STATE DEPT. EXCHANGE PROGRAM
PAGE 4

MULTIMEDIA WORLD ONLINE GOES LIVE VIA AMERICA ONLINE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Books' Novel Sales Premiums Pay Off

Looking for new ways to boost circulation or increase attendance at an upcoming event? **Tony Real** has just the solution to entice customers: let them read books!

As the account manager for special sales at IDG Books Worldwide, Real juggles a number of responsibilities, including promoting the use of books as premiums and distributing them to external clients as well as to IDG business units. He sees value in educating IDG colleagues about promotional ideas for book distribution.

"Books are an extremely effective premium," Real said. "If your company has given someone a book, they're really gotten something of value, and, as is the case with IDG books, something that will increase their productivity and industry knowledge."

IDG business units that purchase books in volume are eligible for deep discounts and should contact Real for quotes.

Lisa Hughes, a marketing specialist at IDG World Expo, worked with Real on a promotion for the UniForum show earlier this year. In an effort to attract attendees unfamiliar with open systems, World Expo sent out a mailer offering a free copy of *Unix for Dummies*™ to those targeted customers who came to the event.

• CONTINUED PAGE 5 •

IDC Canada Celebrates 10th Anniversary

IDG CHAIRMAN PAT MCGOVERN (FRONT, LEFT) JOINED IDC CANADA PRESIDENT *Paul Kennedy (front, right) and his staff to celebrate the company's 10th anniversary this past June. (Back row) Stan Peck, Greg Williams, Joe Greene, Keith Ellis, Kennon Saari, Patrick Kennedy, George Bulat, Michael O'Neil, Stephen Graham. (Third row) Jennifer Drucker, Michelle Shannon, Penny McConnell, Catherine Mifflin (Second row) Elizabeth Fleming, Karen Pecore, Deborah England, Debbie Currey, Maureen Mottonen.*

IDC Canada, a wholly-owned subsidiary, marked its 10th year of operation in June with a reception for clients and friends and a staff dinner hosted by IDG Chairman **Pat McGovern**. McGovern also gave several press interviews and accompanied IDC staff on a sales call.

Looking back over the past decade, President **Paul Kennedy** noted how the company has benefitted from synergies with other IDC programs while contributing to IDC's worldwide research.

"Canada is generally the first market U.S. IT firms jump into, but we also have a strong software market and an even stronger services market," he said.

During each of the past two years, IDC Canada has grown approximately 30% per year, with comparable growth expected in the short term.

IN BRIEF

IDC Announces New CIS Program On Internet Communications

Internet Communications, a new continuous information service program managed by IDC's Communications Industry Reserach Group, will officially start on October 1. It will be managed by IDC and LINK Resources Vice President/Telecommunications **Mark Winther** and group Vice President **Gigi Wang** and supported by Senior Analyst/Carrier Services **Caroline Michel**, Director of Network Architectures and Management **Rick Villars** and Research Analyst **Carey Azzara**.

The program will cover:

- competition for commercial Internet access;
- cable TV access to the Internet for the residential market;
- using the Internet for corporate internetworking;
- public and private Internet servers;
- security, authentication and encryption for the Internet;
- corporate strategies for using the Internet to extend corporate networks;
- integrating financial transactions with information access.

A 1994 binder of research is now available, and there will be five reports and six bulletins in the 1995 research binder.

The Communications Industry Research Group also has launched a multiclient study, *The European Market for Wireless Communications Services*. Twenty vendor and 900 end-user interviews will be conducted in Benelux, France, Germany, Italy, Scandinavia and the U.K.

CALLING ALL ONLINE EXPERTS

Baard Ringen of *PC World Norway* is working on a variety of projects that deal with bulletin board systems, World Wide Web, the Internet and dial-up access technology. He'd like to contact colleagues within IDG who have experience in setting up online services, project planning, architecture, development, finance, sales, pricing, user interfaces and connecting services to other IDG online services.

If you've wrestled with these issues and would like to explore common ground and share expertise, contact Baard via:

- **Internet (Baard.Ringen@ccmail.telemax.no)**
- **fax (+47-22-05-30-21)**
- **telephone (+47-22-05-30-25)**

Portuguese *Computerworld* Keeps Growing

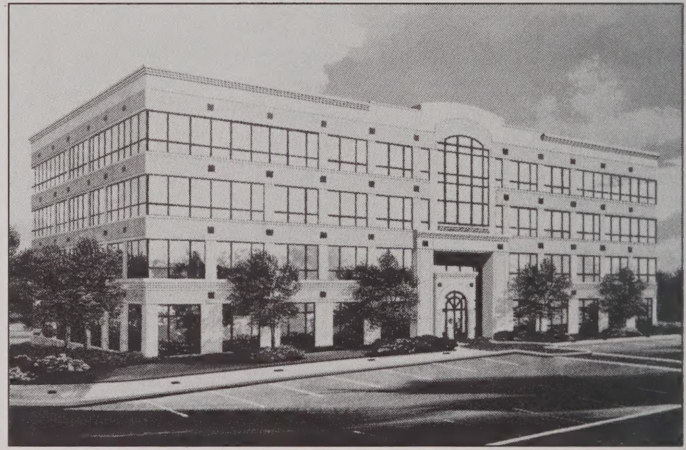
Correio Informatico/ Computerworld, published in Portugal by IDG licensee Socedite - Sociedade Editorial, Lda, has exceeded its previous circulation and advertising records. The anniversary issue earlier this summer contained the greatest number of pages (64) and the highest advertising revenues ever. Already the largest circulating Portuguese IT periodical , the 9,000 copies was also a record.

Advertising revenues this year have increased between 80% to 100% compared to the same months last year.

According to Marketing Manager **João Geirinhas**, *C.I./CW* will introduce a new section on medium and large systems beginning in September. Drawing in part on information from *CW* U.S. and the IDG News Service, the section will cover information about departmental platforms and client/server architecture. The focus will be on local market conditions and the experience of Portuguese corporate users.

IDG and Socedite signed the license agreement in April 1993.

ExecuTrain Breaks Ground For New Corporate Headquarters



This artist's rendering depicts the new 80,000-square foot complex.

ExecuTrain, the world's largest computer training company, will be moving into a new headquarters building north of Atlanta in early 1995. A groundbreaking ceremony was held in June.

The building will house new state-of-the-art training facilities and all corporate support staff and include a fitness center. With projected growth between 50% and 100% over the next three to four years, CEO/President **David Deutsch** said the new facility is essential to training the ever-expanding corps of trainers and supporting franchises all over the world.

IDG acquired a minority stake in ExecuTrain in 1990.

ON LINE

PAT McGOVERN

IDG's chairman is this week's columnist

Q IDG can take advantage of some volume discounts because of its size. For example, with the implementation of the Lotus Notes project, we're realizing cost savings through the Lotus Passport Program. Is there a way to take advantage of similar volume discounts without losing IDG's commitment to decentralization?

A Yes. In fact, we have over the last several years in the United States retained top experts to serve as consultants to us in achieving operating efficiencies and cost reductions in each of our areas of major expense such as printing, paper buying, fulfillment, travel expenses, circulation, promotion, etc. These consultants examine the contracts that our business units now have with individual suppliers and inform each of our business units on the cost per transaction being obtained by each of the other units and the "state-of-the-art" terms. These experts also participate in IDG job function meetings associated with their field and run workshops on negotiating the best terms and conditions with suppliers. Suggestions from IDGers at these job function meetings has now led to the consultant measuring the total volume of business that IDG does in a particular area and then negotiating a peak volume discount with the most qualified suppliers. Then, the individual buyers at our business units can either get this "best price" by doing business with this best price supplier, or negotiating with their current supplier to match the price and terms offered through the peak volume supplier.

Through these volume discount negotiations, we are finding that we can buy key publishing services for 5% to 15% less, resulting in a 25% to 40% improvement in business unit operating profit.

Is IDG going to jump on the family computing publication bandwagon like some of our competitors?

Our reader research shows that people want information to support the specific applications in which they are interested, versus all applications undertaken at one physical location. So, rather than putting out a "home computer" title to cover applications of interest to the father, the mother, the adolescent male, the adolescent female and the youngster, we have decided to approach the market by application. For example, *GamePro* is the leading publication for video games. *Electronic Entertainment* is the leading publication for interactive computer entertainment and recreation applications. *CD Review* is the leading publication for quality music enthusiasts. And, *Video Event* is the leading publication for active VCR users. And, most computers at home are used by adults for business and professional applications in whole or in part. Our publications like *PC World* and *Macworld* serve these readers' interests as well.

Advertisers want market reach. By offering information services by application, we can reach a high percentage of people who are buyers and/or buying influencers for these applications. Since there are now 38 million homes in the U.S. with a computer, a so-called "home computer publication" with a circulation of less than several million does not offer adequate market reach.

You travel constantly, yet it doesn't seem to affect you. What's your anti-jet lag secret?

If one travels fairly regularly, the body does not get into a well-established body rhythm in any one time zone. Consequently, problems of jet lag are reduced. When I make an occasional trip, I have found it useful to adjust my sleeping hours to those of the place I am going a day before I depart. On the trip, eat lightly and avoid alcohol.

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

IDG Human Resources Hosts Business Exchange Program Visitor

Polish computer company manager on U.S. State Dept.-sponsored tour

KELLY LYNCH

TOM MATHEWS (LEFT), WHO HAS BEEN SPENDING MUCH OF HIS TIME ON *international projects, introduced Adam Bunsch to IDG's human resources program.*

Earlier this month, the personnel manager from a small computer company in Poland spent a day with IDG Human Resources staff in Framingham to learn about HR policies and procedures in the U.S.

Dr. Adam Bunsch of Qumak International in Krakow was participating in a business exchange program funded by the U.S. State Department's Agency for International Development.

Through the program, entrepreneurs from Central and Eastern Europe have a chance to make professional contacts and enhance management skills and business practices in order to improve company operations.

IDG was one of several companies with strong HR departments recommended to the program's administrators by a national HR association. IDG was selected as one stop on Bunsch's week-long U.S. tour since its business focus related to his employment with a value-added reseller.

Director of Human Resources **Tom Mathews** arranged for Bunsch to spend time with various staff members and discuss how IDG handles payroll, benefits, employee relations, recruitment, orientation and other issues. IDG's benefits materials, policy manuals and HR system were particularly interesting to Bunsch.

"He was amazed at how open we are and how much we share with employees," Mathews said.

During a staff meeting in which he gained an apprecation of IDG HR's scope of activities, Bunsch talked about how human resources is changing in Poland. Years ago, the personnel department was seen as more of a policing organization, a political entity that was in place almost soley to make sure that Communist Party policies and principles were being followed. Now, he said, the hardest part of his job is convincing people that HR's role has changed and administrators are interested in providing more services for employees' well-being.

According to Mathews, Bunsch came away with a lot of useful information and provided HR staff members with a fascinating glimpse of how the profession operates elsewhere. In the coming months, IDG may be asked to host other program participants whose interests mesh with IDG's activities.

CALENDAR

TECHNOLOGY TRENDS BRIEFING SESSION
September 8
Westin St. Francis Hotel
San Francisco, Calif.

MAXI DATA EXPO
September 9-11
Stockholm, Sweden

OBJECT WORLD/SYDNEY
September 13-16
Sydney, Australia

IDG EUROPEAN MANAGERS MEETING
September 19
Stockholm, Sweden

MANAGEMENT PUBLISHING INSTITUTE
September 19-21
Stonehedge Inn
Tyngsborough, Mass.

MACWORLD EXPO/MEXICO CITY
September 20-22
Mexico City, Mexico

INFORMATION SUPERHIGHWAY SUMMIT
September 26-28
San Jose, Calif.

TECHNOLOGY TRENDS BRIEFING SESSION
September 26
Holiday Inn Crowne Plaza
Framingham, Mass.

OBJECT WORLD/FRANKFURT
September 27-29
Frankfurt, Germany

WORKFLOW MANAGEMENT '94
Sponsored by IDC/Avante
September 28-30
Marriott Hotel
Falls Church, Va.

MACWORLD EXPO/FRANKFURT
MULTI MEDIA WORLD/FRANKFURT
September 29-October 1
Frankfurt, Germany

IDC EUROPEAN IT FORUM
October 3-5
The Cavalieri Hilton
Rome, Italy

IDG Job Opportunities Update

Monday August 29, 1994

SYSTEM SUPPORT SPECIALIST (IDG)

Ideal candidate will provide operational and client support for a DEC VAX 7640. A minimum of three years experience with VAX/VMS is required. Individual must have a thorough working knowledge of VMS utilities and commands. Data communications and Novell experience a plus. Good writing and problem solving skills are essential.

ADMINISTRATIVE ASSISTANT (WEC)

The individual in this position will be responsible for full administrative support for the ComNet team of Show Managers and Executives. Must be flexible and able to handle multiple duties in addition to special projects. Knowledge of MS Word, Excel and other software required.

MARKETING MANAGER, SUNWORLD (WEC)

The ideal candidate will develop, implement, and manage a complete marketing and promotional plan and budget for the SunWorld show. 5-7 years marketing experience in the trade show industry required. Excellent communication, supervisory, and negotiation skills necessary.

ADMINISTRATOR, EXECUTIVE PROGRAMS (CIO)

Candidate will be responsible for data entry, report generation, mailings, on-site conference support, inventory control and administrative support for Executive Programs' staff. Individual should possess MAC experience, FileMaker Pro, Word and Excel. Travel required.

OFFICE MANAGER - WEST COAST (TMP)

The qualified individual in this position will be responsible for providing office and sales support to the Publisher. Candidate will develop the advertiser database, coordinate the appointment and travel calendar and support trade show activities. Must be highly organized, self-motivated and have excellent interpersonal skills. Computer skills are necessary.

SURVEY RESEARCH ANALYST, INTERNATIONAL (IDC)

IDC is looking for an experienced research professional to manage IDC's surveys of information technology users in major worldwide markets. This position requires several years of experience in following areas: Survey project planning, management and implementation, questionnaire design, statistical analysis using SPSS and the SPSS Tables module, and report generation and analysis. Knowledge of consumer research or the IT industry a plus.

RESEARCH DIRECTOR, INSURANCE (IDC)

This research position will use a combination of strong insurance business process knowledge and IT as applied to those processes. Candidate should have strong communication skills plus an excellent business vocabulary. Technology generalist/background, and excellent contacts into the IS and business management in insurance companies preferred. 10-20 years experience necessary.

IDG Job Opportunities Update
Monday August 29, 1994

SALES DIRECTOR, INSURANCE (IDC)
This position requires a strong sales background and knowledge of the insurance industry Consulting and presentation skills are necessary. Prior experience and knowledge on the Health side of the Insurance Industry preferred. 10 - 20 years experience necessary.

DISTRICT MANAGER (CWI)
Computerworld has an opening for a senior level District Manager in the Rochelle Park, NJ office. Responsibilities include major accounts in the NJ/NY territory. A minimum of 5 years high-tech advertising sales experience is necessary.

DISPLAY ADVERTISING COORDINATOR (CWI)
The successful candidate will be responsible for advertising operations within designated sales areas. Duties will include receipt, logging and processing advertising sales orders, layout specifications and requirements for accounts, contract administration and billing. Must be detail oriented. Prior computer and customer service experience preferred.

SALES ANALYST WEST COAST (CWI)
The Sales Analyst will conduct a variety of critical analyses for Computerworld, including background research on technology and marketing issues facing Computerworld's high tech clients. This research will be used by the sales force to prepare for meetings, write proposals, and develop ideas. Excellent analytical ability is required. Knowledge of high-tech marketing plus good communications skills are necessary.

GRAPHIC ARTIST (CWI)
The primary responsibilities in this position will include the weekly layout of the Marketplace Section, development of 4-color ads and promotional work for both the Marketplace and card deck products. BA in Graphic Design required. A minimum of 2 years MAC experience with Quark and PageMaker is necessary. Must be able to work independently.

TELEMARKETING REPRESENTATIVE (CW/RTI)
The individual in this position must possess excellent communication skills and be detail oriented. One year prior telemarketing experience in a high volume, diverse call center required. Knowledge of LAN systems, Windows and other data entry applications necessary. College degree preferred.

SENIOR EDITOR - ENTERPRISE (IW)
The individual in this position will be responsible for writing a technical feature every other week and will occasionally be asked to help edit portions of the section. One to two years technical feature writing experience is necessary. Some telecommuting is possible.

SALES ASSISTANT (IW)
The successful candidate will be responsible for mailings, pricing information, transcribing results for database entry, preparing business offers for new accounts, and general administrative support. Excellent organizational skills are essential. Must be client and service oriented. Sales and administrative experience preferred. PC publishing a plus.

IDG Job Opportunities Update

Monday August 29, 1994

MARKETING MANAGER (IW)
Successful candidate will be responsible for managing all trade shows and events. Duties will include all merchandising and sales promotion efforts. Individual will interact with InfoWorld's ad agency and be involved in the development of all ads, collateral, and newsletters. Candidate will manage one marketing coordinator.

ASSISTANT DESIGNER / INFOGRAPHICS (PCW)
Ideal candidate will execute the electronic design and layout of editorial material in PC World magazine, and the creation of innovative visual approaches to informational graphics. Duties will include administrative tasks. Qualified candidate must have at least 3 years background in magazines or related graphic design experience. Strong visual problem-solving, conceptualization and packaging skills are necessary. Excellent computer skills in Quark, Illustrator, PhotoShop, Word and Excel required.

OFFICE SERVICES COORDINATOR (PCW)
The individual in this position will be responsible for sorting and distributing mail, FedEx and UPS tracking, storage and reception. Qualified candidate must be service-oriented and possess excellent communication and organizational skills. Individual must be able to lift 50 lbs. and have a valid Ca. driver's license. Mac skills required.

SENIOR RESEARCH ANALYST (MAC)
The ideal candidate will share the responsiblities of providing primary and secondary market and media information to key executives, advertisers, and other clients. Duties will include managing secondary information, summarizing market data, developing survey instruments, analyzing the data collected, and presenting the results to department clients. A minimum of 3 years marketing research experience required.

DIRECTOR OF FINANCE (MAC)
The candidate for this position will be responsible for the business unit's strategic financial planning and financial analysis, business planning, budgeting and forecasting. A minimum of 7 years experience in magazine publishing finance required. Excellent analytical, communication, and computer skills are necessary. MBA/Finance or the equivalent preferred.

REGIONAL MANAGER / GAMEPRO (IFTW)
The individual in this position will create effective sales strategies, establish aggressive sales targets to ensure growth of magazines, and meet advertising revenue goals for the Southwest Region. A minimum of 5 years experience, preferably in the consumer publishing industry is necessary. Demonstrated closing and creative problem solving skills are required. Excellent communication skills essential.

IDG Job Opportunities Update

Monday August 29, 1994

ADVERTISING SERVICES MANAGER (IFTW)

Individual will support the advertising sales teams in the areas of sales collateral (media kits, promotional mailings), presentation development, execution/research management, and added value development for customers in order to increase ad spending. A minimum of 3 years magazine publishing/marketing experience required. Knowledge of the multimedia entertainment marketplace is a plus. Excellent communication skills necessary.

SENIOR FINANCIAL ANALYST (IFTW)

The individual in this position will work with the Controller on budgets, forecasts and models. Duties will also include performing special cost, profitability and other analyses. A minimum of 3 years experience in book publishing required. Knowledge of Excel with macro proficiency is essential. CPA required.

CIRCULATION MANAGER / E2 (IFTW)

The successful candidate will manage all aspects of circulation for Electronic Entertainment. Responsibilities include subscription planning and promotions, budgeting, analysis, new source development and auditing. Strong analytical and computer skills (Excel and Word) required. A minimum of 3 years circulation experience in subscription promotion and knowledge of fulfillment reports preferred.

ACCOUNTS RECEIVABLE CLERK (IFTW)

The individual in this position will maintain customer accounts from billing to collections and account reconciliations. A minimum of 2 years A/R experience required. Excellent analytical skills are essential. Proficiency in Excel a plus.

Acronym	Company / Division	Location
BCP	Business Computer Publishing	Peterborough, NH
IFWD	InfoWorld Direct	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA
CWI	Computerworld Publishing, Inc.	Framingham, MA
CWDD	Computerworld Database Div.	Framingham, MA
FCW	Federal Computer Week	Falls Church, VA
IDC	International Data Corporation	Framingham, MA
IDG	International Data Group	Framingham, MA
IDG/B	IDG Books Worldwide	San Mateo, CA
IDG/P	IDG Peterborough	Peterborough, NH
IFTW	Infotainment World	San Mateo, CA
IMI	Integrated Media, Inc.	San Francisco, CA
IDC/G	IDC Government	Falls Church, VA
IFW	InfoWorld Publishing Corp.	San Mateo, CA
LPC/PCW	Lotus Publishing Corporation	Boston, MA
MAC	Macworld	San Francisco, CA
MMW	Multimedia World	San Francisco, CA
NW	Network World	Framingham, MA
PCW	PC World Communications	San Francisco, CA
TISC	Tech. Investment Strategies Corp.	Framingham, MA
TMP	Tech Media Publishing	Peterborough, NH
WEC	World Expo Corporation	Framingham, MA

IDG BOOKS

continued from page 1

Pre-show response was "fantastic," Hughes reported, with more than 5,000 books used as incentives and several thousand more given away at the show.

At *InfoWorld*, Director of Account Services **Kevin Ellis** has used the titles in the InfoWorld Technical Series as party favors for clients at regional advertising gatherings. During PC Expo, he used a book to help build booth traffic for a vendor that had a poor location. Employees at the *InfoWorld* booth, which was in a better location, passed out bookmarkers informing attendees they could get a free book if they tried a demo at the vendor's booth. *InfoWorld* secured the books for the vendor (who paid by cash or merchandise credit) and also arranged for the vendor's name to be placed on a mouse pad that was shrink-wrapped with the book.

In addition to handling premiums for IDG business units, Real divides his time among other channels of distribution. He deals with hardware and software original equipment manufacturers, who bundle relevant books with their products, offer them in mailings or sell them at trade shows. Real also works with the corporate market to get IDG Book titles, particularly the ...For Dummies™ series, involved with corporate training programs and IS software adoptions.

"We've also worked hard to explore new channels for IDG Books, such as the major mail order catalogs and posting our titles online via America Online and CompuServe," Real said. "We're extremely excited about our increasing opportunities in the area of custom publishing with vendors such as Hayes and Compaq."

ROB RUBRIGHT

IN THE 11 MONTHS HE'S BEEN ON THE *job, Tony Real estimates he's handled more than 300 requests for more than 120,000 books. Before joining IDG Books, Real was a regional manager in InfoWorld's advertising department.*

IDG Books has already published the *Official Hayes Modem Communications Companion*, which comes with Smart-Com for Windows LE Software. The company also has full co-marketing support from Compaq to introduce a new line of books.

"This kind of relationship has very positive implications for IDG business units, such as the Marketing Services Division or any of the publications, that want to be full service marketing partners with their clients," Real said. "IDG has the capability to not only help the client get the word out by selling them a page in a magazine but also by assisting them with getting their name attached to a significant book in the marketplace."

Real welcomes inquiries from all IDG colleagues. He can be reached at IDG Books Worldwide in San Mateo, Calif., telephone 415-312-0644, fax 415-358-1260.

MORE WAYS FOR PUBLICATIONS TO USE BOOKS AS PREMIUMS

- **Distribute books at reader panels or focus groups to help readers be more conversant in the topics the publication covers.**
- **Hand out books to agency representatives, product managers and marketing professionals to educate them about the technology and help position the publication as a reliable resource.**
- **Use books as incentives to encourage reader feedback on issues of interest to the publication, including editorial content.**

Multimedia World Ventures into Cyberspace

Multimedia World launched its online service the first week in August with the mailing of 100,000 America Online (AOL) diskettes to its subscriber base. Less than a month later, Multimedia World Online has already broken even, as more than 10,000 new media fans have logged on.

Revenues accrue through three possible avenues: getting people to sign up for the host service (AOL gives *MMW* a percentage of the subscription fee), helping advertisers sell products online (*MMW* gets a percentage of the sale) and keeping people online (*MMW* gets a percentage based on time logged on).

80% of new users surveyed rated Multimedia World Online as excellent or very good.

Browsers through Multimedia World Online will find shareware, downloadable software demos, sets of technical support materials from leading vendors in a section called "The Clinic," the full text of back issues and buyers' guides in a variety of downloadable formats.

An early survey of users showed that 80% rated Multimedia World Online as excellent or very good.

Beginning Sept. 18, *MMW* Editor **Don Menn** will lead the publication's first online conference, which will focus on video and computer game ratings. Future topics will tackle Macs vs. PCs, education in the digital age, and pornography and multimedia. "We're going to tackle the hottest, most contentious industry topics," said *MMW* Publisher **Jon Epstein**.

Pete Deemer, director of electronic publishing for *Multimedia World*, created and launched the service and is managing the online project in concert with *MMW* editors and the staff of PC World Online.

NOTEWORTHY

PROMOTIONS

RACHEL WINETT

JONES

Camille Jones, formerly a conference assistant at World Expo, has been promoted to conference manager for SunWorld and will continue to work on other shows as well. In her new role, Camille will be managing and supporting the Steering Committee members on the development of SunWorld's conference program and will be responsible for operations and logistics. According to Conference Director **Janet Morita**, "Camille has earned this promotion through her ability to prioritize multiple tasks, her close attention to detail and her growing understanding of technology."

WORLD UPDATE

LIEBER

Lillian Lieber, formerly administrative assistant for the open systems shows, has been named assistant show manager for the Object Worl series. "Lillian brings a very broad experience from the various positions she's held in the trade show industry," said Show Manager **Terry Morrell**. Lillian's new responsibilities will include site selection and assisting in overseeing marketing, sales, telemarketing, budgeting, show positioning and overall team management for Object World in Boston and San Francisco.

NEW EMPLOYEES

InfoWorld has two new staff members. **Angela Stenberg** is a syndicated analyst. Angela is attending San Jose State University and will graduate next May with a BS in business administration with a concentration in marketing and a minor in psychology.

Susan Odell is the regional manager for the Northwest/Bay Area. Prior to joining the magazine Susan was a CD-ROM marketing consultant at CMP. She received a BA/BS in marketing management from Stonehill College and is on the verge of completing her MBA at Babson College. Outside the office, she enjoys golf, skiing and running.

Previously sales assistant for *Computer Retail Week*, **Heather Miller** has joined *Macworld* as an account executive. Heather is involved in the San Mateo Community Center and the Leadership of California program, a group of corporate women who meet with government officials to delegate funds for community outreach. Heather enjoys competitive waterskiing and playing piano.

Jeffrey Kamikow is working out of the Chicago-area sales office as an inside sales executive with *PC World*. He was previously an ad sales executive with Thomas Publishing Company. He has a BA in speech communications from Southern Illinois University and plays tennis and golf.

KELLY LYNCH

VOLPE

Based in Framingham, Human Resources Assistant **Danielle Volpe** is working with Human Resources Manager **Mary Cornetta Brown**. Danielle recently worked at Brigham and Women's Hospital's HR department for two years. She has a BA from Boston College in human development and a minor in HR and Spanish. Hiking and running are among her outside interests.

Salesman **Anssi Eskola** has joined the marketing department of Talentum, IDG's publishing licensee in Finland. In addition to selling to local clients, Anssi will be working with foreign clients to increase their knowledge of Talentum's three IT publications.

IDG Runners Hit the Streets of Boston in Corporate Challenge

BOSTON
CHEMICAL
Corporate Challenge
BOSTON
3527
3621
2865
2866
3530
3528
2864

IDG RUNNERS BRAVED HOT AND HUMID CONDITIONS AS THEY COMPETED IN THE *annual Chemical Bank Corporate Challenge 5K race in Boston last month.(Front, left) Rob Garretson, IDG News Service; Tim Clarke, International Publishing Services; Susan Frankle, IDC; Ellen Hersh, IDC; Mark Sullivan, IDC; John Robison, IDG; Autumn Cooper, IDC; Elisa Jaramillo, IDC; Debi McKenna, Network World; Lynda Fitzpatrick, Network World; (Back, left) John Farrell, IDC; Mark Hanson, IDG, Jim Falanga, IDG; Brian Clarke, IDC; Chris Whelan, IDC; Iain Gillott, IDC; Ken Fuller, IDG; Jean-Claude Joseph, IDG; Marco Boer, IDC; Mark Leary, IDC. Missing from photo: Kim Morneau, Megan Santosus, Michael Siggins and Kelli Walton, CIO; John DePietro, IDC; and John Watts, CW. Business obligations kept IDC's Bob Callery and Tom Lahive away from the race at the last minute, but they made it to Boston in time to join the finishers for liquid refreshments.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Ann-Charlotte Berg - IDG Sweden

TWELVE YEARS

Bertrand de Cerval - IDG France

TEN YEARS

Siegfried Reich - IDG Germany

NINE YEARS

Gebhard Osterwalder - IDG Switzerland
Hans Peter Nitzsche - IDG Germany
Pierre Berger - IDG France

EIGHT YEARS

Miklós Horváth - IDG Hungary
Jens Jørgen Krag Hansen - IDG Denmark
Jean Paitel - IDG France

SEVEN YEARS

Jose Juan Almaguer - IDG Mexico

SIX YEARS

Agnes Radnóti - IDG Hungary
Lars Østermann - IDG Denmark
Hermann Gfaller - IDG Germany
Serge Del'hommeau - IDG France
Markus Stadler - IDG Switzerland
Shannon Linville - Advanced Systems

FIVE YEARS

Chris Lindquist - Infotainment World
Viola Farkas - IDG Hungary
Zoltán Kiss - IDG Hungary
Krisztina Selmeczi - IDG Hungary
Éva Szegvári - IDG Hungary
Fredrik Landergren - IDG Sweden
Drasko Markovic - IDG Sweden
Irmgard Meyer - IDG Germany
Marie-José Madelrieux - IDG France

FOUR YEARS

Anna Tse - Computerworld Hong Kong
Elizabeth Jensen - Macworld
Thomas Roos - IDG Sweden
Bruno Varyse - IDG France
Birgit Bombeck - IDG Switzerland
David Coursey - InfoWorld

THREE YEARS

Hakan Kaynaroglu - IDC Turkey
Hüsniye Baran - IDG Turkey
Zsuzsanna Balogh - IDG Hungary
Karina Møller Nielsen - IDG Denmark
Anne Hazard - IDG France
Sabrina Chummun - IDG France
Florence Pernot - IDG France
Kateline Renaudin - IDG France
Maria Grazia Tripodi - IDG Italy
Ian Ross - InfoWorld

TWO YEARS

Ergin Tosun - IDG Turkey
Jay Yun - Computerworld Hong Kong
Erzsébet Gazdag - IDG Hungary
Anna Kernbaum - IDG Hungary
M. Buchholdt-Andersen - IDG Denmark
Dr. Hermann Apfelböck - IDG Germany
Alexander Markus Deindl - IDG Germany
Uwe Kielmann - IDG Germany
Josef Kreitmair - IDG Germany
Michael Schweizer - IDG Germany
Maryse Gros - IDG France
Silvana Brambilla - IDG Italy
Juan Ramón Melara - IDG Spain
Dean Andrews - PC World
Diane Steele - IDG Books

ONE YEAR

Milan Domdey - IDG Germany
Toshihiko Amano - World Expo/Japan
Alicia Zonis - InfoWorld

PC WORLD PANAMA HAS MOVED

Mailing address:
PC World Panama
World Trade Center Panama
Apartado 6-2432 El Dorado
Panama, Republic of Panama

Street address:
Urbanizacion Marbella
Calle 53 Este, Edificio
Quaantum 1er Piso
Panama, Republic of Panama

Tel: +507-696124 or +507-692048
Fax: +507-696126 or +507-692008

New E-mail box: wtcpn@wtca

Key staff: Guillermo Ronderos, president; Leslie Janneth Melendez, general manager

Don't Miss IDG's

INTERNATIONAL Photo Calendar Contest

For the 11th year in a row, IDG is sponsoring the International Photo Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world!

HOW TO ENTER

It's as easy as 1-2-3 !

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:
- **your name**
- **business address**
- **telephone number**
- **photo title**

2. Submit photos as developed, without retouching

3. Entries must be received by SEPTEMBER 16, 1994

Please send entries to:
Kelly Lynch
IDG Human Resources
5 Speen Street
Framingham, MA 01701
U.S.A.

Questions? Call Kelly at 508-935-4416, fax: 508-935-4600, E-mail: K.Lynch.

A panel of IDG representatives will choose the 12 outstanding photos for the 1995 calendar

CELEBRATING 10

Doug Barney

HOME: Leominster, Mass.

PROFESSION: Senior Editor, *InfoWorld*

JOINED IDG: In June 1984 as associate editor at *Micro Marketworld.* Other responsibilities have included senior writer and senior editor at *Computerworld* and editor-in-chief of *AmigaWorld.*

MOST CHALLENGING PART OF YOUR JOB: Pounding out stories week in and week out.

BEST PART OF YOUR JOB: Reading the issue on Mondays.

LATEST ACCOMPLISHMENT: Breaking the Lotus/AT&T deal and driving Lotus stock up 30 points.

CAREER HIGHLIGHT: Debating Bill Gates in *Computerworld* about whether OS/2 or Unix would dominate the desktop. We were both wrong.

WHEN YOU WERE HIRED, DID YOU THINK YOU'D BE HERE 10 YEARS? It was a strong possibility.

JOINED IDG BECAUSE: They had an opening and mistakenly believed I could write news.

WHY DO YOU LIKE BEING AT IDG? The corporate culture is remarkable, and you can change positions dramatically without leaving the company.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOU WORK: Ask me for more information.

IDG CHAIRMAN PAT MCGOVERN (LEFT) RECENTLY TREATED ***Doug Barney*** *and several other 10-year veterans to dinner at the Ritz-Carlton in Boston.*

DREAM DESTINATION: Australia

FANTASY JOB: Professional bike racer.

WORDS TO LIVE BY: "Even the best bacon grows rancid eventually." — *Victor Hugo*

MANAGER'S PROFILE: Doug's your old-fashioned news hound kind of guy. He's been all over the map covering lots of different beats for *IW.*" - **Clair Whitmer**, section editor/software, *InfoWorld*

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS ADMINISTRATOR
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan-Bonfantino
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 215 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 36

September 5, 1994

SECOND ONLINE FUNCTION MEETING SCHEDULED FOR BOSTON THIS FALL
PAGE 2

ETA'S NEW INTERNET CD-ROM TARGETS THE AVERAGE CYBERSPACE NAVIGATOR
PAGE 2

THREE OUTSTANDING EMPLOYEES HONORED WITH BOVIARD STAR AWARDS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG U.S. Ad Revenues Make Top 10 List

For the first time, IDG broke into the list of the top 10 U.S. publishing companies in terms of share of total ad dollars. The ranking appeared in *Folio*'s July issue within an article listing the "Folio 500" list of U.S. publications ranked by revenue.

According to *Folio*, technology titles continued to thrive in 1993 even while the combined revenues of *Folio*: 500 magazines grew just 4.6%. A 13% increase in ad spending by Silicon Valley last year helped the computer books surpass even the newsweeklies in total ad revenues, *Folio* said.

Folio only included U.S. revenues. Globally, IDG's revenues place it first in the computer publishing category.

The Top 10 Companies' Share of Total Ad Dollars (1993)*

TimeWarner Inc.	$1,551,837,186
Hearst Magazines	737,579,413
Condé Nast Publications	661,298,873
New York Times Co.	569,105,811
Ziff-Davis Publishing Co.	488,797,000
Parade Publications	410,669,324
Meredith Corp.	395,293,721
Hachette S.A.	378,038,218
News Corp.	345,868,070
International Data Group	289,745,000

*Information provided by Publishers Information Bureau and AdScope.

Advertisers and Agencies Rate IDG Highly Compared to Competitors

IDG's recently completed 1994 Image Survey demonstrates how, in the eyes of advertisers and agencies, IDG outranks its key competitors in the IT publishing and market research industries in a majority of the study's categories.

An outside market research firm interviewed approximately 150 customers of IDG Communications in the U.S. IDG's Corporate Communications Dept. coordinated the process, while IDG Research Services staff helped interpret the data and wrote the executive summary.

IDG's most significant improvement compared to previous image surveys was for the category "best marketing services or marketing partnership program." IDG claimed 52% of the responses in '94, compared to 29% in June 1992 and 28% in October 1991.

"Our U.S. publishers saw a need and

• CONTINUED PAGE 2 •

PERCEPTIONS OF PUBLISHING COMPANIES

Excerpts from June 1994 IDG Image Survey (multiple responses from agencies and advertisers)

	IDG	Ziff-Davis	CMP
The most computer publications worldwide	56%	37%	7%
The widest array of products to help me execute my marketing objectives	49%	45%	11%
The best marketing services or marketing partnership program	52%	34%	18%
Most knowledgeable about the U.S. information technology marketplace	50%	41%	13%
Most knowledgeable about the international technology marketplace	76%	13%	5%
The easiest to do business with	46%	27%	27%
The hardest to do business with	12%	51%	13%

Online Function Meeting To Be Held in Boston

The second IDG Online Function Meeting will be held October 30-November 1 at the Omni Parker House in downtown Boston. Hosts for the event are *InfoWorld* Director of Licensing **Janna Custer** and *Computerworld* Editor **Paul Gillin**.

The meeting will offer an overview of online publishing within IDG, its future and a wide-ranging discussion of the business issues involved in setting up commercial and Internet services.

The meeting is open to two representatives from each business unit — anyone who is directly involved in online publishing. If you have questions about content, please call Janna Custer at 415-312-0598. For registration materials and a copy of the program, please call *InfoWorld* Editorial Events at 800-633-4312 or 415-312-0693.

IDG TO CO-HOST SYNDICATED RESEARCH SEMINARS

IDG and the Information Technology Media Advisory Council (ITMAC) are co-sponsoring two complimentary half-day seminars designed to help media professionals understand high-tech syndicated research studies.

"Making the Most of Syndicated Research" features media research expert Steve Douglas and top media research executives who will explain how to use data from Simmons CompPro2, the IntelliQuest Computer Industry Media Study and The Adams Study.

The morning seminars are scheduled for Sept. 21 at The Ritz-Carlton in San Francisco and Sept. 23 at Le Parker-Meridien in New York City.

To make reservations or get more information, call Jennifer Rizzo of MSD at 617-534-1217 by Sept. 9.

ETA's User-Friendly CD-ROM Targets the Average Internet Surfer

Can the average person navigate through cyberspace? This is the question ETA addresses in its newest venture, *The Internet for Everybody*, set for release in November '94.

The Internet for Everybody, produced jointly with Point Productions, is an interactive CD-ROM that features over two hours of "how-to" information including help screens, tables and lists of products and services to facilitate a user's foray onto the Internet.

"The Internet success is primarily dependent on informing and educating both current and potential users on what a powerful resource the Internet is," said ETA President **Paul Earl**.

With an initial distribution of over 300,000 through value-added bundling arrangements with software and hardware vendors, *The Internet for Everybody* will reach a significant segment of users.

Tours and Index are the two user-friendly interactive channels through which information can be examined. Four different scenarios can be selected in the Tours section that look at the Internet from the viewpoints of a businessperson, teacher, high school student or retiree. In addition to selecting a particular scenario, the user can select an area of interest such as tips, E-mail or news groups. With the Index, a user can pinpoint and select specific information from a complete list of topics, services and sponsors.

Interested partners

So far the project has piqued the interest of a number of vendors and sponsors. IDG Books Worldwide is also exploring the possibility of distributing the CD-ROM as a premium with its books on the Internet.

The Internet for Everybody will show people in a hands-on format how to get started on the Internet and highlight its value as it pertains to their specific needs. "Seeing what is happening is invaluable in building new user confidence," said Client Support and Marketing Manager **Ann Roskey**.

For more information contact Paul Earl at 508-820-8649.

IDG

continued from page 1

fulfilled it well by creating the Marketing Services Division three years ago," said IDG Chairman **Pat McGovern**. "The MSD team's superior skills have resulted in the majority of advertisers and agencies rating MSD as the best marketing services team in the business. The jump from 29% to 52% approval in two years shows how rapidly the MSD team overcame the competition from the Ziff Network."

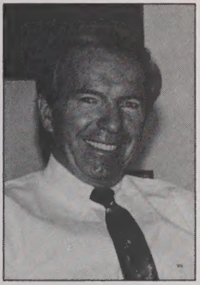
Elsewhere in the survey, nearly four out of 10 respondents selected IDC as the leading market research and consulting firm in the computer industry.

LEADING MARKET RESEARCH AND CONSULTING FIRM IN COMPUTER INDUSTRY

Top Mentions

	Total	Agency	Advertiser
International Data Group (IDC)	39%	44%	7%
Gartner Group	16%	9%	22%
International Data Group (IDG)	12%	17%	8%
Dataquest	9%	5%	14%
Infocorp.	7%	9%	4%
Yankee Group	7%	7%	6%
Computer Intelligence (CI)	6%	5%	6%

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q Since IDG changed over to a more decentralized structure in the late 1980s, what have been the resulting efficiencies, in both quantitative and qualitative terms?

A A major benefit of decentralization has been moving the decision making process down to the people closest to the customer. It is clear that smaller and more focused groups are much more attuned to the changing needs of their clients. Moreover, they are better situated to adopt sales and marketing strategies ideally suited to their marketplace, as well as being able to act nimbly when the situation calls for it, unlike large centralized companies.

Quantitatively, IDG's decentralized style has been an unparalleled success. IDG has a number of individual operating units growing revenues and profits at rates far in excess of the growth market itself. Further evidence is the fact that IDG's FY 94 operating profits will be more than double those of FY 93. If there is any drawback in decentralization, it is probably the difficulty in using consolidated buying power to negotiate purchases. To overcome that we have instituted function meetings which bring together people from the various companies who share knowledge on best practices, prices, etc. We have supplemented these meetings with a team of outside experts who advise on best industry practices and pricing. We also negotiate a blanket contract wherever several IDG companies are using the same vendor, thereby taking advantage of the economies of scale.

IDG seems to have the reputation as a company that never does mergers or acquisitions. Was this a conscious decision made years ago or did it just sort of happen?

Contrary to what people may believe, there is always a good deal of acquisition activity within IDG. It may not be apparent to most people since most of these activities take place at the business unit level, and as you might expect they involve a good deal of confidentiality. Further, we have completed several smaller strategic acquisitions over the last few years.

At the present time, there are ongoing discussions on no less than five potential acquisitions. In negotiating potential acquisitions that are strategically important to our business units, you can well expect a high percentage of them to go by the wayside since valuation and control issues, the two best known "deal killers," often prove too difficult to resolve.

IDG, the parent, has made several investments necessary to achieve our corporate goals. For instance, the investment in ExecuTrain enables us to acquire an equity interest in a very dynamic, fast-growing training company. The investment in IDG Books was another timely investment that broadened the array of information technology products offered by IDG and provided a good deal of excitement in an otherwise stodgy segment of publishing. Through Electronic Marketplace Systems (EMS), we are establishing a niche in the online service market.

IDG has had international controllers in London for years. Are there any plans to put controllers elsewhere in the world?

We are looking at the possibility of a controller for the Far East and possibly Latin America. Language problems and geographic distances in the Far East have in the past forced us to make use of our outside auditing firms in that part of the world, supplemented by visits from our people based in London. As the operations grow, so too will the need for more oversight in these two regions.

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

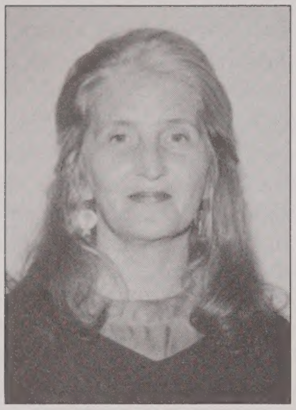
Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

Employees Honored With Boviard STAR Awards



CHRISTOFFERSON

IDG WORLD UPDATE

BUMA

IDG WORLD UPDATE

TEMPLE

Service, Teamwork And Results were the ingredients for success for three IDG employees honored last month with Boviard STAR Awards.

Presented twice annually to IDG corporate employees nominated by their peers and internal clients for outstanding contributions, the awards honor the memory of Jay Boviard, one of the first STAR Award recipients. **Lynn Christofferson** of IMS, **Betsy Buma** of IDG Human Resources, and **Debi Temple** of IDG Accounting are the newest honorees.

An international sales assistant for IMS's office in Sausalito, Calif. since June 1993, Lynn was recognized in part for her extensive involvement in an advertising campaign for Tandem Corporation. The project, placed by Foote, Cone and Belding (FCB) in 20 *Computerworlds* with minimal lead time, involved heavy coordination to place inserts in publications around the world with different guidelines and language barriers. Lynn spoke with FCB an average of 10 times a day and coordinated a customized advertising manual for the campaign.

"Foote, Cone and Belding called IMS numerous times thanking Lynn and IMS for the excellent service," her nomination read. "She was critical in having Tandem's international advertising campaign go smoothly. She also demonstrated initiative and creativity in providing such customized assistance to FCB."

Orginally hired in 1988 as a receptionist and administrative assistant in the Chairman's Office, Betsy joined IDG Human Resources in 1990. She is known for her consistent willingness to assist and accomodate employees. One IDG employee credited Betsy with helping him and his wife purchase their first home. Betsy's cooperation with the mortgage company to secure appropriate documentation in a timely manner was recognized even by the mortgage processor. "Our bank came away with an excellent impression of Betsy and as a result, of IDG."

"If I had a nickel for every time I heard that someone was impressed with the way Betsy handled an employee's request or problem, I could retire today," said one colleague.

Debi Temple joined the IDG Accounting Department in April '93 as an accounting assistant/bookkeeper after a three-month stint as an accounting assistant at *Computerworld*. Her co-workers have dubbed her the "Coda Queen" for her finesse with COD Accounting.

"Her willingness to help no matter how busy she is makes her shine," her nomination read. "She is knowledgeable, positive and always dependable. Debi persists in getting the job done well for all her business units." She was also recognized for her contributions to her teammates in accounting by deciphering new computer applications and helping to streamline accounting procedures. 🖳

FINAL NOTICE for IDG's

INTERNATIONAL Photo Calendar Contest

For the 11th year in a row, IDG is sponsoring the International Photo Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world!

HOW TO ENTER

It's as easy as 1-2-3 !

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:

- **your name**
- **business address**
- **telephone number**
- **photo title**

2. Submit photos as developed, without retouching

3. Entries must be received by SEPTEMBER 16, 1994

Please send entries to:
Kelly Lynch
IDG Human Resources
5 Speen Street
Framingham, MA 01701
U.S.A.

Questions? Call Kelly at 508-935-4416, fax: 508-935-4600, E-mail: K.Lynch.

A panel of IDG representatives will choose the 12 outstanding photos for the 1995 calendar

IDG Job Opportunities Update

Monday September 5, 1994

P/T DATABASE ASSISTANT (IDG RESEARCH)

Research Services is looking for a P/T assistant to work 25 hours per week. Qualified candidate should be highly organized, self-motivated, and familiar with PC's/Mac. Knowledge of Lotus and Excel preferred. Analytical/math skills desirable. College degree or commensurate experience is necessary. (25 hours per week).

MARKETING COORDINATOR (CIO)

The individual in this position will be responsible for coordinating trade show arrangements, providing general administrative support and assisting in the development and maintenance of various databases. Candidate must be proficient with Macintosh applications (MS Word, PageMaker, FileMaker Pro, PowerPoint, and Cricket Graph). Office experience a plus.

IS SUPPORT SPECIALIST (NW)

Responsibilities in this position will include full support of a multi-platform inter-network of PC's, MAC's, RS/6000, and proprietary Alex machines. Excellent communication skills required. Strong problem solving abilities essential. Business education should be a technical training certificate from an accredited facility.

P/T ADMINISTRATIVE ASSISTANT (IDC)

The individual in this position will work with the Group Operations Coordinator in assisting the staff with general administrative duties, including faxing, filing, copying, mailings and other duties as required. Individual will responsible for contacting companies for product information or financials. Organizational skills are necessary. (20 hours per week).

TELEPHONE INTERVIEWER - 2 POSITIONS (CWDD)

The individual in this position will conduct telephone interviews with IS professionals. Candidate will perform quality control checks and enter the data from completed surveys. Additional data collection/verification projects as needed. A minimum of 1 year interviewing experience required. Knowledge of Microsoft FoxPro preferred. Excellent phone skills are necessary. College courses a plus.

P/T TELEPHONE INTERVIEWER (CWDD)

Candidate will conduct telephone interviews with IS professionals. Previous telephone experience required. Individual will be responsible for other data collection/verification as needed. Must be detail-oriented and be able to adapt to changes in surveys. Excellent phone skills are necessary. (25 hours per week)

SALES ASSOCIATE - WEST COAST (CWI)

The qualified candidate will support the Account Manager with database maintenance, graphics presentations, and word processing. A minimum of 2 years administrative experience required, along with PC literacy. Excellent communications skills are necessary. Bachelor's degree preferred.

ACCOUNT EXECUTIVE (CWI)

The successful candidate will sell computer career recruitment advertising on-line to end-user, consulting and vendor companies. Demonstrated competence selling IS products and services by telephone is required. Experience in database selling techniques a plus.

P/T DISPLAY ADVERTISING COORDINATOR (CWI)

The ideal candidate will be responsible for advertising operations within designated sales areas. Duties will include receipt, logging and processing advertising sales orders, layout specifications and requirements for accounts, contract administration and billing. Must be detail-oriented. Prior computer and customer service experience preferred.

P/T FULFILLMENT ASSISTANT (CW /RTI)

This position will involve client fulfillment activities including maintaining an accurate daily receiving log, keeping records of all postal charges and quantities mailed and completing production assignments on time. Individual must be able to operate the Pitney Bowes and Federal Express computerized shipping and tracking programs. Must be able to lift 50 pounds. Experience not required but preferred.(15-20 hours per week).

TEST DEVELOPER, APPLICATION DEVELOPMENT TEAM (IW)
Candidate will be responsible for developing application development and database test suites for the InfoWorld Test Center. 3 years experience as an application developer with strong C/C++ and SQL experience required. Work with building graphical user interfaces a plus. Strong communications and documentation skills necessary.

NETWORK SPECIALIST (IW)
This position is responsible for the overall administration of the Novell LAN/WAN. Specific duties include: installation and maintenance of network related hardware and software, including both servers and workstations, high-end troubleshooting and problem solving of all network related issues. end-user support on networking issues from the Help Desk, and administration of Lotus Notes Servers. A minimum of 3 years experience required.

PROGRAMMER / ANALYST (IW)
This position is responsible for the development of in-house applications in a multiplatform environment. Specific duties include application development (including macro programming) for existing applications, including MS Word, Excel, Paradox and Lotus Notes; assisting in project development and needs analysis; writing documentation, and training of end users and support staff. Experience with programming for Windows (C++, Visual Basic) required. Knowledge of Lotus Notes and Mac programming necessary.

BRAND MANAGER, BUSINESS PRESS (IDG/B)
Candidate will be responsible for and will coordinate the flow of marketing information between the individual business unit and central services. Individual will create product plans, determine market needs, participate in pre-sales planning, generate marketing materials, create special promotions and maintain contact with authors and bookstore customers. 3 years experience at the manager level in the book publishing industry required. College degree necessary.

EDITORIAL ASSISTANT (PCW)
The individual in this position will assist in developing high-quality editorial copy through research, writing and editing. Qualified candidate must have previous experience in publishing and a working knowledge of the computer industry. Excellent computer skills in word-processing, spreadsheet, database, and graphics required.

MARKETING / LICENSING MANAGER (PC WORLD ONLINE)
The individual in this position will be responsible for creating and executing marketing and promotional programs for PC World Online's products and services, and for negotiating and managing content licensing agreements with online service providers. Individual will develop marketing strategies and direct ad design and media placement. 2-3 years marketing experience and 1-2 years experience with online services or electronic publishing required.

OFFICE MANAGER / ADMINISTRATIVE ASSISTANT (PC WORLD ONLINE)
The individual in this position will provide clerical and administrative support for a 7-person department, and will also be responsible for coordination of department functions to ensure the delivery of services and products. Duties will include coordinating trade shows, marketing events and assisting in the day to day service operations as needed. 1-2 years experience required.

SYSTEMS DESIGNER / CONTENT ENGINEER (PC WORLD ONLINE)
Ideal candidate will take primary responsibility for the development of systems to process, format, and re-purpose text and graphics content for use on a wide range of online service platforms. Individual will create macros, procedures, and applications to convert textual and graphical content into a variety of formats. Experience with Quark required. Knowledge of Lotus Notes, Unix and HTML or other WWW-compatible language a plus.

REGIONAL ADVERTISING DIRECTOR - 2 POSITIONS (IMI)
Successful candidate will create effective sales strategies, establish aggressive sales targets to ensure growth of the magazine, and meet advertising revenue goals. Individual will also provide continuous sales training, support and supervision of account managers. A minimum of 5 years high tech publishing experience with some market knowledge of the Unix environment preferred. Two years supervisory experience a plus.

TRADE SHOW / EVENTS MANAGER (IFTW)
The individual in this position will be responsible for the strategic direction and execution of all aspects of show management, program development, conference planning, operations, marketing communications, special events and financial management for all venues. Knowledge of electronic entertainment industry a plus. Excellent interpersonal and negotiating skills required. 5 years hand-on experience essential. Knowledge of the Mac, MS Word and Excel preferred. Travel required.

IDG Job Opportunities Update

September 5, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Office Administrator	Dallas, TX	B Shipman	(214)233-0882
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Marketing Manager, SunWorld	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Marketing Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Survey Research Analyst, International	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Electronic Product Dev. Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Group Operations Coordinator	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
LINK	Senior Research Analyst, BIS	New York	D. Bernardi	(508)935-4361
LINK	Primary Research Analyst	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Sales Representative	D.C. & Northern Virginia	K. Fantoni	(508)935-4531
FCW	Associate Publisher	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Associate	Burlingame, CA	L. Lehane	(415)347-0555
CWI	District Manager	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	P/T Display Advertising Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Graphic Artist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Editor of Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor / Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Research Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Administrative Sales Assistant	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	Human Resource Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Telemarketing Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566

IDG Job Opportunities Update

September 5, 1994

Division	Title	Location	Contact Mgr.	Phone
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Hardware Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Reporters (2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Compositor / Designer	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Desktop Publishing Specialist	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Assistants (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	VP, Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher./ PC Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (4)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Editorial Assistant	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Assistant Designer / Infographics	San Francisco, CA	R. Kanes	(415)978-3333
PCW	Office Services Coordinator	San Francisco, CA	J. fuchs	(415)978-3355
PCW	Director, Financial Operations	San Francisco, CA	V. Peilen	(415)978-3170
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Group Publisher	Multimedia World, San Francisco, CA	R. Marino	(415)978-3383
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Finance	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IMI	Assistant to VP of Ad Sales & Mkt.	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

CHAIRMAN'S ACHIEVERS

During Macworld Expo/Milan, the IDG Italy staff gathered for a photo along with several guests from IDG offices around the world.

AGENZIA FOTOGRAFICA REFLEX S.D.F.

"I am really proud to commend the activities and performances made by our staff," Managing Director **Brunello Bossi** said in his nomination of the entire staff of IDG Communications Italia. Together the IDG Italy team compiled the necessary documentation — including income statements, general ledger accounts and statutory ledgers — to obtain approval from the Publishing Central Authority to ensure business as usual.

In addition, total advertising revenues for the month of June were up 67% from June 1993 and IDG Italy's publications commanded a high of 29.2% of the Italian IT market. Bossi described his staff as working "exceptionally hard above and beyond the call of duty."

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

FY94 THIRD QUARTER CHAIRMAN ACHIEVER WINNERS NAMED

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

Winner
Chris Williams
Programmers Press
IDG Books

Runner-up
Wanda Refaely
People & Computers
(Israel)

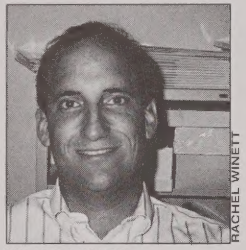
Runner-up
Angelina Beitia
Macworld

IDG's Rochelle Park Staff Takes a Cruise Along the Hudson River

IDG'S ROCHELLE PARK, N.J., OFFICE HELD ITS SUMMER PICNIC *last month aboard The Spirit of New Jersey, a dayliner that circled the island of Manhattan and cruised up the Hudson River. Despite threatening skies, staff from Network World, InfoWorld, PC World, Publish and Computerworld assembled atop the poop deck for a group photo. (Back, left) Paula D'Amico, Tom Hoffman, Lauren Hoffman, Rosemary Kraemer, Enrica Ricciuto, Susan Kusnic and Lois Leuthner. (Front, left) Christine Lewandoski, Marty Finn, Roseann LaBruno, Norma Tamburrino, Tom Soevyn, Linette Vollaro, Jean Dellarobba, Steve Martin, Dail Reid and Patricia DeBiase.*

NOTEWORTHY

PROMOTIONS


RACHEL WINETT

VITAGLIANO

Ken Vitagliano has been promoted to senior manager, marketing strategies and events for IDG World Expo. During the past year, Ken served as assistant show manager for UniForum '94 and also developed and sold sponsorships, room rentals, marketing opportunities and advertising programs for UniForum '94, SunWorld '94 and the Information Superhighway Summit. He will continue similar work for ComNet and the ISS. "Ken has excellent selling ability," said ComNet Show Director **Robin Andreola**. "He's very creative and knows how to position the sponsorships and show customers how the programs can enhance their marketing efforts and significantly improve booth traffic."

ROB RUBRIGHT

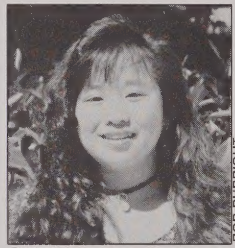
BONAR

Megg Bonar has been promoted to acquisitions editor at IDG Books. "Megg started as an intern in 1991," said IDG Books Publisher **David Solomon**. "She became a temporary employee, then a full-time acquisitions assistant, progressing in a short time through her energy, learning ability and organizational skills." In her new role, Megg negotiates contracts and software license agreements and explores potential book projects with authors and agents.

Christina Turner, previously the coordinator for IDG Books' international sales department, has been named international sales account executive. She has an MA in international relations from the University of San Diego and a BA in economics and political science from the University of Wisconsin.

NEW EMPLOYEES

IDG Books continues to add to its roster of employees. **Suki Gear** is an editorial assistant in the Acquisitions Department. She recently graduated cum laude from the University of California at San Diego with a BA in sociology and history. Outside the office, she loves salsa dancing, garage sales and anything English.


ROB RUBRIGHT

CHIN

Human Resources Assistant **Doreen Chin** previously worked in a similar capacity at Rolling Pin Manufacturing Corp. She has a BS in business with a concentration in human resources from San Francisco State University. Doreen's many interests include whitewater rafting, skiing and bicycling and a fascination with tatoos.

Cecilia Hernandez is a part-time merchandiser, currently undergoing training in account servicing. Cecilia graduated with a BS in marketing from St. Scholastica's College, Manila, in the Philippines

Previously store manager for Businessland and NYNEX and marketing manager for IBM, **Kathie McLaughlin** is a part-time merchandiser. She attended the University of Texas and outside the office volunteers as a docent for the San Francisco Zoo.

Leslie Johnsen, most recently a freelance editor, is also working as a merchandiser for IDG Books. She has a BS in psychology from Worcester (Mass.) State College and also studied at the University of Oslo in Norway. She enjoys hiking, languages, traveling and the arts.

Jeff Waggoner is a copy editor for the Indianapolis office. He received a BA in forestry with a minor in English from Southern Illinois University, where he also earned a masters in English. Jeff is planning to start law school in the near future.

Infotainment World welcomes Designer **Carey Perez**. Previously a freelance graphic designer, Carey holds a BA in applied art and design with a minor in English from California Polytechnic State University. She enjoys painting, aerobics and spending time with her many pets.

Lisa Carniato, most recently a marketing assistant at CMP Publications, has signed on as a sales associate for *GamePro*, *SWATPro* and *Sega Visions*. She has a BA in communications from California State University at Chico and spends her free time biking and walking.

PC World welcomes two new employees. Previously copy/production editor at Miller Freeman, **Hans Walker** has been hired as a copy editor. He graduated from the University of Oregon at Eugene and in his free time dabbles in photography, writing and frequent travel to the Pacific Northwest.

Kirk Steers is a performance analyst. Kirk received a BS in geophysics from the University of California at Berkeley and an MBA from the Monterey Institute of International Studies. Outside the office Kirk enjoys scuba, flying and skiing.

Formerly sales manager for *Boston Magazine*, **Robert Melk** is an account manager for *Publish*. Robert earned his BA in broadcasting from Oswego State University and enjoys skiing and playing racquetball.

TIM CLARKE

MELENDEZ

Leslie Janneth Melendez, general director of *PC World Panama*, is responsible for the direction and supervision of the magazine. She comes to her new post from the World Trade Center Panama where she was operation and computer director. She graduated from the Technological University of Panama and is licensed in computer programming and system analysis.

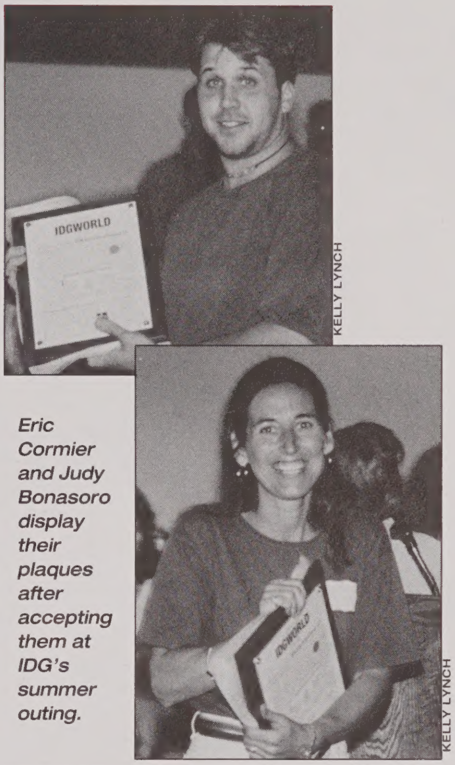
TRANSFERS

F. Jay Savell joined *Computerworld* in April 1992 as an account executive for the Marketplace section for the midwest region. Jay has transferred to Computerworld Careers Online where he will be an account executive. Jay attended the Berklee College of Music and outside the office enjoys music and art.

Employees Celebrate Five Years

IDG WORLD UPDATE

BOSTON-AREA IDG EMPLOYEES WHO CELEBRATED THEIR FIFTH ANNIVERSARIES WITH *the company received honorary plaques at the IDG summer outing last month. (From left:) David Emberley, Amy Fellows Hanania, Patricia Miller, Dotty Cronin, Rose Marie Zeno, Ken Fuller, Margarita Chiango and Miriam Karlin. Not pictured: Kelly Conlin.*



KELLY LYNCH

KELLY LYNCH

Eric Cormier and Judy Bonasoro display their plaques after accepting them at IDG's summer outing.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Ingrid Schmid - IDG Germany

THIRTEEN YEARS

Kevin McPherson - Computerworld

TWELVE YEARS

Paul Gillin - Computerworld

ELEVEN YEARS

Claud Bril - IDG France

TEN YEARS

Frank Wielki - Computerworld

NINE YEARS

Marsha Acquafresca - IMS

EIGHT YEARS

Janet Glynn - IDG
Gail Acquafresca - Computerworld
Marianne Nichols - IDC
Angele Boyd-Meyers - IDC
Scott Lum-Duenas - IDG Central Svcs.
Philippe Monnin - IDG France

SEVEN YEARS

Gary Beach - Computerworld
Gerald Tanham - IDC
Julia Blelock - LINK
Roberta Furger - PC World
Stephanie Beach - InfoWorld

SIX YEARS

Hilary Kushinsky - IDG
Milton Quiah - LINK
Paul Pastrone - IDC
Heather Martin Maier - PC World

FIVE YEARS

Joseph Maglitta - Computerworld
Joanie Wexler - Network World
Brad Christenson - IDC
Debra Bernardi - IDC
Vic Kline - InfoWorld
Patricia Ferguson - Infotainment World
Holly Klingel - Infotainment World

FOUR YEARS

Jill Zolot - Computerworld
Merrill Walsh - IDC
Edna Quintana - LINK
Nicklas Mattsson - IDG Sweden

THREE YEARS

Deb Capone - Federal Computer Week
David Smith - IDC
Nicole Roth - IDC
Natalye Alter - IDC

TWO YEARS

Donna Moschella - IDG
Nancy Dixon - IDG
Kalan Griffin - IMS
Alyson Frasco - IDC
John Gantz - IDC
Cynthia Mazzola - Macworld
Ramiro Garces - IDG Venezuela

ONE YEAR

Cheryl Talamini - IDG
Pamela Connolly - IDG
Michelle Keyo - Computerworld
Paula Connor - Network World
Chris Neilsen - IDC Government
Greg Monahon - IDG World Expo
Cressida O'Brien - IDG World Expo
Judith Shapiro - IDG World Expo
Cathy Gibson - IDG World Expo
John Depietro Jr. - IDC
Dave Barrows - IDG Central Services
Peggy Wallace - InfoWorld
Laura King - Infotainment World
Rebecca Patton - Infotainment World
Sherry Helberg - Infotainment World

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Allison Behr will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pencil and sharpener sets.

HONORABLE MENTIONS:

"I warned you about that on-line romance thing, didn't I Hal?"

-Trace Weatherford
IDC

"Surprised that Chicago shipped ahead of schedule?"

-Merrill Walsh
IDC

"Yeah, okay, you can have that surge protector you requested."

-Brad Bass
Federal Computer Week

"I don't know what they put in that PowerMac but I think its killed Larry."

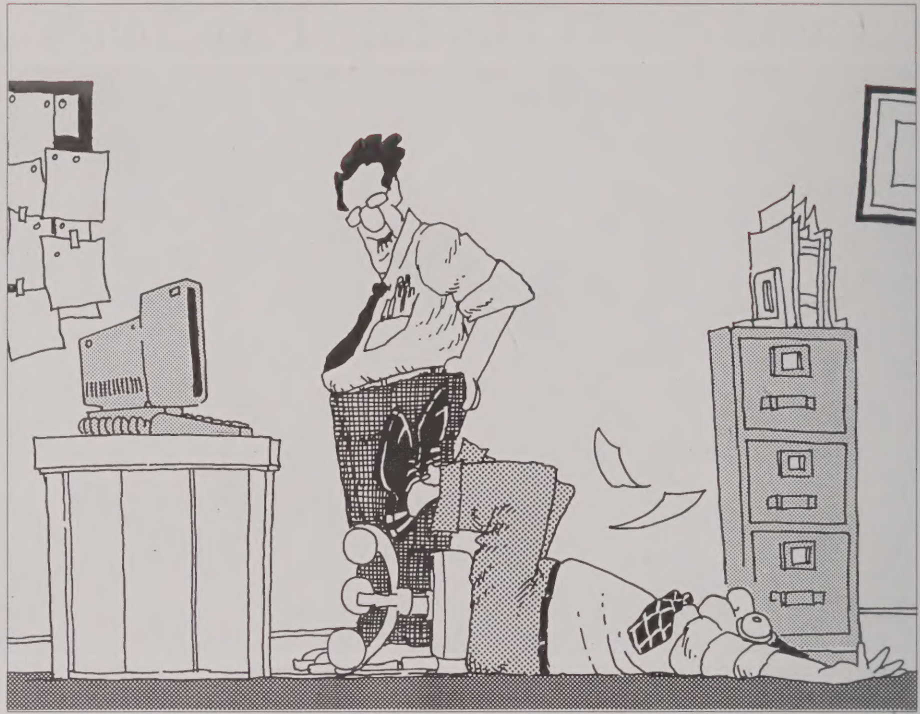
-Beth Finkelstein
IDG Books

"I warned you about surfing the Internet without the 'Dummies' guide!"

-Anne Stuart
CIO

"That's one window better left closed, Marv."

-Bill Helling
IDG Books



"Jeez Bob, it's just a screen saver. There's no way Michael Jackson would ever marry Elvis's daughter..."

-Allison Behr
IDG Books

"Ah yes. I remember my first ride on the Internet."

-Scott Tharler
Lotus Publishing

"I guess you never dreamed those late night bulletin board charges on Prodigy would add up to $100,000, huh?"

-Simon Salamon
LINK Resources

"...and that's what's called an X-rated BBS."

-Jim Moody
PC World Online

"You must be the guy that called for 'back-up' service."

-Amyn Kassim-Lakha
Lotus Publishing

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS ADMINISTRATOR
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan-Bonfantino
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 215 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 37

September 12, 1994

IDG CZECH STAFF OFFERS TO HOST COLLEAGUES AT INVEX '94 SHOW IN BRNO
PAGE 2

IDC'S EDWARD O'HARA DISCUSSES RESEARCH OPPORTUNITIES IN N. EUROPE
PAGE 3

PC WORLD EMPLOYEE RAFFLES OFF AIDS WALK PRIZE TO RAISE MORE FOR WORTHY CAUSE
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Computer!Totaal Moves In On Competition

IDG Netherlands continues to narrow the margin in market share between *Computer!Totaal* and the traditional leader in the computer publishing industry, *Personal Computer Magazine (PCM)*, a product of VNU/Business Publishing Amsterdam.

Computer!Totaal, IDG Netherland's *PC World* equivalent, increased its market share from 29.8% in July 1993 to 36.5% in July 1994, nearly matching the 36.6% of market share held by *PCM*. *PCM*'s figures mark a 5.4% loss in market share. In addition, the number of advertising pages in the May, June and July issues of *Computer!Totaal* experienced surges of 77.4%, 40.7% and 16.4% respectively compared to those months last year.

These numbers reflect *Computer!-Totaal*'s increasing popularity in the Dutch IT market. Revenues continue to soar with a 46.8% rise in July from the previous year and a 38.2% growth in revenue realized for September.

IDG Netherlands has launched an intensive campaign to catapult its publication into market leadership. This effort includes more promotional displays and increased distribution at newsstands as well as running subscription advertisements in newspapers and other publications. The September issue of *Computer!Totaal* boasts a new design

•CONTINUED PAGE 5•

CW, Inc. Positions Itself for Continued Future Growth

IDG WORLD UPDATE

COMPUTERWORLD, INC.'S NEW EXECUTIVE COMMITTEE MEMBERS AND BUSINESS *unit general managers are ready to face the challenge of improving on CW's exceptional achievements of the past 20 months. (Front, left) Susan Perry, Bill Laberis and Rich Mikita. (Back, left) John Corrigan, Steve Woit, Gary J. Beach, Matt Smith, Kevin McPherson and Gail Odeneal.*

In order to continue the company's explosive growth, editorial excellence and outstanding performance in readership surveys, Computerworld, Inc. last week announced a corporate restructuring designed to position the company for further growth.

"The dazzling success of *Computerworld* demonstrates that we are very good at print media," said President and CEO **Gary J. Beach**. "Now we will offer a broader portfolio of products and services to help our key customers — both IS professionals and IT vendors — be more successful at their jobs."

CW, Inc. has created five business units that will focus on print media, electronic media, events, customer information and professional development (see sidebar page 5). A general manager will be responsible for each division; three of the posts have been filled in-house. **Kevin McPherson**, formerly associate

• CONTINUED PAGE 5 •

IN BRIEF

Open Invitation to Invex '94 In Czech Republic

The staff of IDG Czechoslovakia plans to be sure that IDG colleagues visiting Invex Computer '94, October 18-22, make the most of their visit to Brno.

Produced as a joint venture by IDG World Expo and the Brno Expo Authority, Invex '94 is poised for more than 120,000 visitors to descend on the Czech Republic's second-largest city. Invex has become the largest trade fair in Eastern Europe, and, in terms of pan-European significance, second only to CeBIT.

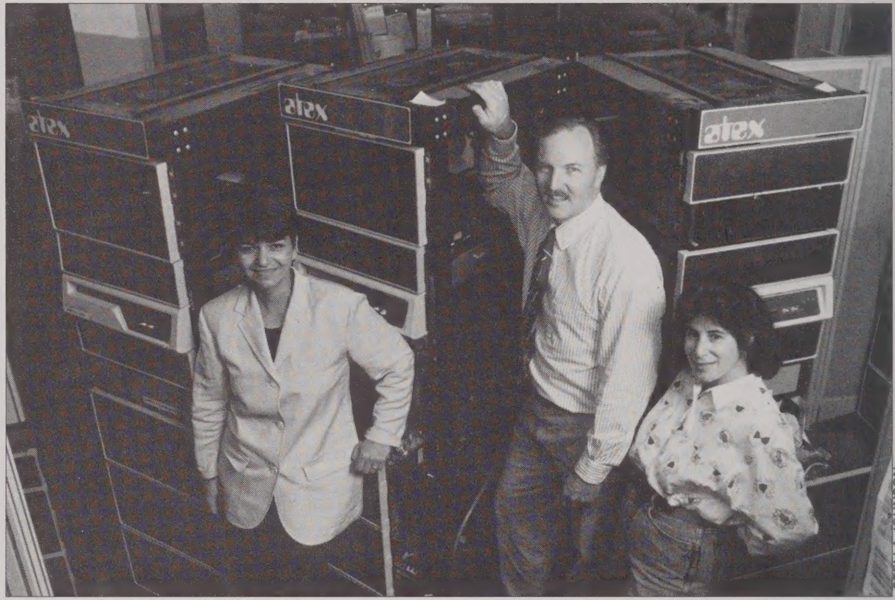
Industry luminaries such as Michael Dell and Bill Gates are expected to attend the show. IDG Czechoslovakia will be involved in a range of activities, from organizing a career center to help people find jobs with computer companies to producing the show daily, *Computerworld Invex.*

IDG Czechoslovakia invites any IDG employees to visit their booth in center pavilion Z, stall 14. If there is enough interest, Czech employees will arrange a formal tour of the show, meetings with exhibitors and after-hours social gatherings. Anyone who has questions or needs help with accommodations should contact Mr. Zichácek at telephone +42-3-311-61-27, fax +42-2-316-79-59 or E-mail address: Czech.

Chinese Publication Adopts New Name to Reflect Market

China Computerworld Inc.'s *Electronics International*, a weekly newspaper covering computers, communications and networking, changed its name in July to *Computer & Communication.* **Song Xian**, president of the publication, said the new name was adopted to better position the publication in the market and reflect how the two industries relate to and support each other.

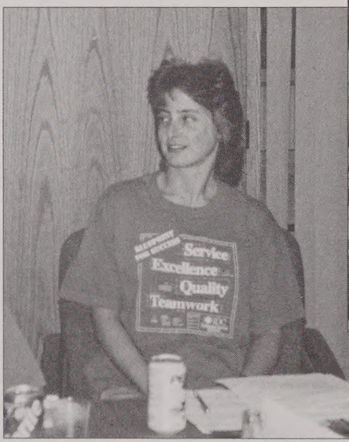
Computerworld: Out With the Old Atex, In With the New



STELLA JOHNSON

COMPUTERWORLD BID A BITTERSWEET FAREWELL LAST MONTH TO ITS LEGACY *Atex System - the machinery responsible for producing more than 80,000 pages over the course of the last 11 years. Two IBM RS/6000s connected to over 70 PCs have taken the place of the old system. (L-R) Programming Analyst* ***Glenys Mercado****, Senior Systems Engineer* ***Alan Nelson****, and Assistant Engineer* ***Robin Robinson*** *pay their final respects.*

IDC Holds Customer Service Day



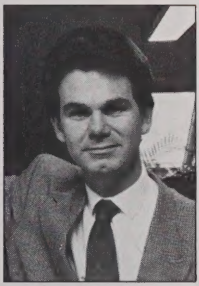
Michele Winiker *listens to some tips from consultant Bob Carnegie.*

IDG WORLD UPDATE (FAR LEFT) AND IDC PHOTOS

(From left) Patrick Gorman**,** ***Chris Cormier*****,** ***Purr Drummey*** *— who designed the T-shirts — and* ***Mel Edmonds*** *enjoy the catered picnic lunch in back of 5 Speen Street.*

IDC Framingham sponsored a customer service training day last month for all finance, publications and copy, HR, IS, telecommunications, mailroom and library department employees. Designed for IDC by a consultant who led the sessions, the course focused on developing questioning and listening skills to work more effectively with internal customers.

ON LINE



EDWARD O'HARA

IDC's managing director for Northern Europe, which includes the Scandinavian and German-speaking regions, is this week's guest.

Q Does your office collaborate with IDG in Europe?

A Absolutely. IDC has an enormous advantage in working with IDG publications. It is important to realize that computer publications succeed through market reach. Each week, for example, IDC Scandinavia provides *CW Danmark* with timely, insightful reviews of market trends that are of enormous value to IT users. (The vendors clearly need to know more than users, so they consequently purchase IDC reports. Talk about direct marketing!) IDG publications benefit greatly by selling more advertising through increasing market reach to users. IDC Scandinavia is also tracking sales channels for IT purchases so that IDG publications can better help advertisers focus on the most effective sales channels.

How does IDC stack up against competitors in Europe?

One of the best compliments we can get from competitors is when they attempt to hijack IDC analysts. Unquestionably, this route is followed by all our competitors. The unique exposure gained by IDC European analysts with a network of localized research expertise is the envy of the industry. European competition tends to be more concentrated in the large countries and in highly specialized market niches. IDC's comprehensive coverage, along with a total national network base of all European countries clearly makes IDC the trend setter and market leader.

IDC Scandinavia has a flat organizational structure. How does it work?

Very simple. Every employee shares in the profitability of the company. The structure can be better described as seven cells comprising Desktop, Commercial Systems, Client/Server, Competitive Analysis, Software, Professional Services and Advanced Communications. Each cell operates as an entrepreneurial unit with total responsibility for its own activities and, of course, skills are portable across cells. A procedure is in place to link performance of a cell to overall performance of the company. A client can be fully serviced by any cell. And, the management cell is an amoeba, constantly interacting with clients!

How do you see the business of IDC changing in the coming five years?

IDC business will change dramatically in the future. The nature of market research for the IT industry will become one of identifying how to add value to a business through the application of IT. IDC, in a departure from its traditional role as a data generator, will become more proactive in proposing new market opportunities for the industry. This will inevitably lead to vendors outsourcing most of their strategic market development and planning to IDC. IBM in the Nordic countries has outsourced all opportunity sizing and ad hoc support to IDC for its vertical and industrial -based marketing. These kind of partnership agreements are sure to increase significantly.

What new activities are you planning in Northern Europe for 1995?

Consulting services that demonstrate how to leverage IT for new business opportunities — such as showing a bank how to use IT to improve its performance — is a growth area that is not yet well developed. We plan to establish a whole new consulting function to provide this kind of qualified expertise to management consulting and professional services companies. In another area, a whole stream of research regarding advanced communication technologies in Europe, partly sponsored by the European Union, will be available in early 1995. A European Client/Server program will also be launched dealing with the issue of new IT architectures.

SUGGESTION BOX

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

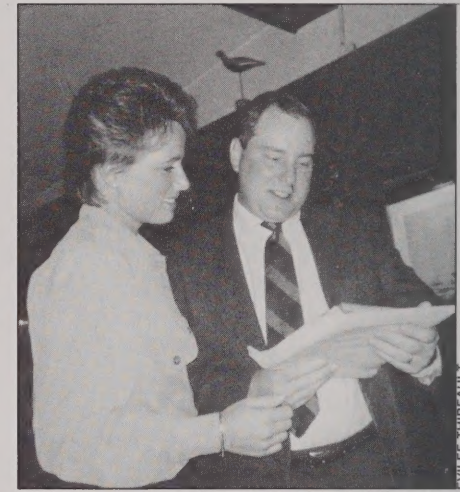
The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

Network World Recaps FY94 and Sets Sail for a Banner FY95

NETWORK WORLD'S SALES TEAM RELAXES ABOARD TWO AMERICA'S CUP BOATS. *(West Coast, front row:) Paula O'Connor, Dan Gentile, Julie Haws, Lisa Hall, Sandra Kupiec, Tom Wilson, Joanne Wittren, Clare O'Brien, Tom Soevyn. (East Coast, top:) Evilee Thibeault, Rick Groves, Don Seay, Jacqui DiBianca, Colin Ungaro, Nancy Robinson, Toni Clayton, Caterina Campisano, Carol Lasker, Donna Pomponi.*



EVILEE THIBEAULT

LISA HALL ACCEPTS THE NETWORK *World "Salesperson of the Year" award from Vice President and Advertising Director* ***Tom Wilson****.*

Network World's annual sales meeting in Newport, R.I., last month operated with an agenda rich in business discussions, employee recognition and hard work on the high seas.

Lisa Hall, Sunnyvale, Calif., district manager, was named "Salesperson of the Year" in recognition of her top performance in page and market share gains. **Dan Gentile**, Chicago district manager, won the coveted title "Closer of the Year," awarded to the person who best exemplifies the spirit of closing deals in the face of heavy competitive pressure. Account Manager **Tony Clayton** earned the first Direct Response Advertising Department award, which was given for outstanding achievement and cooperation while maintaining a professional and positive attitude.

Taking advantage of the nautical locale, the sales staff strengthened their teambuilding skills by serving as crew on America's Cup yachts captained by expert sailors. The race pitted the East Coast against the West Coast, and *NW* Publisher **Colin Ungaro** settled the disputed outcome by bestowing the title of "winner" on all participants.

WIN TWO NIGHTS AT AN OCEANSIDE CALIFORNIA RESORT — FOR JUST FIVE DOLLARS!

In order to raise even more money for AIDS causes, *PC World* Senior Production Manager Nadia Maudsley is raffling off the prize she earned for being the top AIDS Walk fundraiser among IDG's West Coast business units.

Up for grabs is a two-night stay for two people, valued at $785, at the Highlands Inn Resort just south of Carmel, Calif. Accommodations are in the spa suite, complete with ocean view, private terrace, kitchen, living room and wet bar. The gift certificate is for Sundays through Thursdays (excluding holidays) and must be used before June 30, 1995. Meals are not included.

Raffle tickets at $5.00 each may be purchased from the following employees:

Melissa Riofrio, *PC World* (415-974-7374)
Shelly Ginenthal, *Macworld* (415-978-3203)
David Zink, Integrated Media (415-267-1703)
Rob Rubright, IDG Books (415-312-0636)
Laurie Durlester, *InfoWorld* (415-312-0594)
Nadia Maudsley, *PC World* (415-978-3310)

Employees from other offices who would like to buy tickets may send checks to Nadia at PC World, 501 Second Street, San Francisco, CA 94107. Checks should be made payable to "San Francisco AIDS Foundation."

The drawing for the lucky ticket will be held during *PC World*'s next monthly meeting on October 7.

For more information, contact Nadia Maudsley at 415-978-3310.

IDG Job Opportunities Update

Monday September 12, 1994

EXECUTIVE RECRUITER (IDG)
The individual in this position will develop and maintain an ongoing candidate database, conduct targeted senior level searches, complete specific strategic staffing projects and actively present IDG and business unit executives with potential talent for current and future business needs. The ideal candidate will have extensive recruiting and search expertise, as well as publishing and/or information services experience.

ASSOCIATE RESEARCH ANALYST (IDG RESEARCH SERVICES)
Primary responsibilities include assisting in designing , implementing, analyzing and reporting the results of market and research studies for IDG Research clients. The person in this position will maintain department project files and other administrative functions. College-level training in survey research with a basic understanding of statistical analysis and/or at least one year work experience required. Must be computer literate and travel is required.

EXECUTIVE ASSISTANT (IDG MARKETING SERVICES DIVISION)
The person in this position will support the Director of National Accounts in Sales and Marketing activities with IDG's largest accounts. Duties include creating market overview presentations and proactive business proposals, meeting scheduling, correspondence preparation, ad spending tracking, as well as coordination with overtime.

PROGRAMMER ANALYST (IDG)
The ideal candidate for this position will have a college degree and 1-2 years of programming experience. The individual will be responsible for maintaining corporate financial systems in a 4GL VAX environment. Excellent communication skills are required. PC experience preferred.

CREDIT ANALYST (IDG)
The individual in this position will be responsible for monitoring and reviewing daily TRS reports, reviewing and approving/denying credit applications, establishing credit limits, and working with collectors to resolve credit problems. Candidate must posses strong communication skills and customer services experience, as well as 1-3 years experience in a credit environment.

ADMINISTRATIVE ASSISTANT, SYSTEMS, SOFTWARE & STORAGE GROUP (IDC)
Responsibilities will include maintaining multiple client tracking systems, supporting staff with general administrative duties and booking all travel reservations for department through company travel agency. Requirements include Macintosh experience (IBM PC experience a plus), ability to design and produce 10-20 page presentations for research analysts, strong organizational skills, and the ability to handle multiple tasks. The position is located in Mountain View, California.

CONSULTING SALES MANAGER (IDC)
This person will be responsible for prospect development, presentations and proposal writing, as well as joint account development and management with the appropriate IDC and LINK Account Executives.

WRITER (IDC)
Primary responsibilities are writing summaries of all IDC research publications for inclusion in Lotus Notes electronic publishing database. Ability to determine key points, write clearly, accurately and quickly, as well as familiarity with high-tech topics are essential. Attention to detail and ability to work independently are critical. Five to seven years experience in technical writing and editing required.

NOTES - ELECTRONIC DESKTOP PUBLISHING SPECIALIST - 2 (IDC)
Primary responsibilities are populating and maintaining a Lotus Notes database of electronic publications. Tasks involve preparing Quark Xpress, Word and graphics files (Macintosh platform) for insertion into Notes (Windows platform); populating the Notes database; and proofreading Notes files on-screen. Thorough knowledge of, and solid experience using Macintosh and Windows systems required. The ideal candidate will have experience using Lotus Notes and 2-4 years experience in desktop publishing file management.

IDG Job Opportunities Update

Monday September 12, 1994

VICE PRESIDENT, MARKETING (CWI)
The successful candidate will direct Marketing activities for Computerworld Print Division. This person will also work closely with the top Advertising and Marketing officers at leading vendors of IT to cooperatively develop successful marketing strategies, events and promotions. Ten plus years experience in computer publishing or high tech, along with a proven track record of innovation, superior management skills and the ability to work effectively in a highly entrepreneurial environment. Fifty percent travel required.

SENIOR EDITOR, TEST DRIVES (IW)
Editor will assign, edit and produce a 2 to 3 page weekly reviews section. Candidate must have at least three years employment as an editor for a computer or related technical publication. Strong editing and project management skills required. Must be familiar with or willing to learn about a wide variety of PC software and hardware products. Must be able to meet weekly deadlines and manage technical analysts and test developers..

MARKETING ASSISTANT (IW)
Assistant to VP Marketing as well as all members of the 5 person marketing team. Will handle general administrative work. PC literacy is a must, as is the ability to work well in a fast-paced environment. Administrative experience preferred.

PROGRAMMER/ANALYST (IW)
This position is responsible for the development of in-house applications in a mulitplatform (Windows, Mac, & UNIX) environment. Specific responsibilities include application development (including macro programming) for existing applications, including MS Word, Excel, Paradox & Lotus Notes; assisting in project development & needs analysis; writing documentation; training of end users and support staff. Requires experience with programming for Windows (C++, Visual Basic), & writing macros for MS Excel & Paradox. Working knowledge of Lotus Notes & Macintosh programming.

EDITORIAL MANAGER (IDG BOOKS)
This person will manage editorial acquisitions activity, evaluate editorial quality of selected proposals, develop strategies for managing unusual situations, assign project editors to newly signed titles, provide beta software test site. This person will also interface with Marketing and Sales, troubleshoot problem cover copy issues, represent editorial department at sales conferences, manage the preparation, revision and distribution of tip sheets. Additional responsibilities include providing editorial and fiscal administration, allocating project resources, reporting project status, troubleshooting production schedule issues and developing budget projections. Five to seven years publishing experience and supervisory experience preferred.

TELEMARKETING REPRESENTATIVE (PCW)
This position is responsible for selling servicing and developing advertising for PC World's card decks and other projects as assigned. Qualified candidate must have two or more years telemarketing sales experience, working knowledge of personal computers, products, and the marketplace. Excellent communication skills and a high degree of organization are required.

ELECTRONIC MEDIA PUBLISHING SPECIALIST (INFOTAINMENT WORLD)
Candidate will be the product champion for Electronic Entertainment's move into electronic publishing, beginning with the development of monthly CD-ROM products. Responsibilities will include working closely with leading software and multimedia vendors and coordinating product development with the editorial, circulation, marketing departments. Excellent interpersonal, organizational, communication and negotiating skills required. Ability to work under deadlines, familiarity with multimedia and/or computer gaming subjects preferred. Technical knowledge a plus.

IDG Job Opportunities Update

September 12, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	Executive Assistant	MSD, San Francisco, CA	B. Theobal	(415)705-6431
IDG	Programmer Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Office Administrator	Dallas, TX	B Shipman	(214)233-0882
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (3)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Marketing Manager, SunWorld	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Marketing Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer (2)	Framingham, MA/San Francisco, CA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	Southwest Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Sales Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Writer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Notes - Elec. Desktop Publishing Spec. (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Survey Research Analyst, International	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Electronic Product Dev. Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Dir. Workgroup/End User Computing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Group Operations Coordinator	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
LINK	Senior Research Analyst, BIS	New York	D. Bernardi	(508)935-4361
LINK	Primary Research Analyst	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Sales Representative	D.C. & Northern Virginia	K. Fantoni	(508)935-4531
FCW	Associate Publisher	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Associate	Burlingame, CA	L. Lehane	(415)347-0555
CWI	District Manager	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	P/T Display Advertising Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Graphic Artist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	S. Perry	(508)820-8160
CWI	Editor of Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor / Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Research Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Administrative Sales Assistant	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	Human Resource Assistant	Framingham, MA	T. O'Connor	(508)820-8566

IDG Job Opportunities Update

September 12, 1994

Division	Title	Location	Contact Mgr.	Phone
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	National Acc't. Exec. CD-Rom Products	Framingham, MA	S. Perry	(508)820-8160
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Telemarketing Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Senior Editor, Test Drives	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Hardware Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	President	San Mateo, CA	M. Stephens	(508)935-4568
IW	Reporters (2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Compositor / Designer	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Assistants (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	VP, Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (4)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Telemarketing Representative	Atlanta, GA	S. Simmons	(415)978-3267
PCW	Editorial Assistant	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Assistant Designer / Infographics	San Francisco, CA	R. Kanes	(415)978-3333
PCW	Office Services Coordinator	San Francisco, CA	J. fuchs	(415)978-3355
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Sales Associate	Mulltimedia World, Irvine,CA	C. Jarmul	(714)250-8014
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Curbow	(415)978-3254
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Finance	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IMI	Assistant to VP of Ad Sales & Mkt.	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Electronic Medial Publishing Specialist	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

COMPUTERWORLD

continued from page 1

publisher and senior vice president/sales, succeeds Gary Beach as publisher of *Computerworld* and will serve as senior vice president/general manager of the print division. **Rich Mikita**, currently general manager of the CW Database Division, has been named vice president/general manger of the customer information unit. **John Corrigan**, formerly vice president/recruitment advertising, becomes vice president/general manager of the professional development division. The general managers of the two remaining divisions have yet to be hired.

"Our new structure underscores what we do well, and it gives us the flexibility to participate more fully in new areas while leveraging the *Computerworld* brand," Beach added.

Executive Committee Established

In order to ensure that the five divisions have the resources and support they need to operate in a focused and efficient manner, CW, Inc. has established a new executive committee that reports to Beach. Each of the general managers reports into a member of the executive committee.

Steve Woit, formerly senior vice president/marketing, will chair the executive committee in his new role of executive vice president of Computerworld, Inc. The other committee members are Kevin McPherson; Senior Vice President/Finance **Matt Smith**, formerly senior vice president/operations; Vice President/Human Resources **Susan Perry**, formerly director of HR; Vice President/Consumer Marketing **Gail Odeneal**, formerly vice president/circulation; and Editor-in-Chief and Senior Vice President/Editorial **Bill Laberis**.

In a related change, **David Peterson**, formerly vice president of eastern advertising sales, has been promoted to associate publisher and vice president/sales for *Computerworld*.

"We looked at a lot of business models, and the one that worked best for us was IDG's decentralized model," Beach said. "We're empowering the general managers by letting them lead through encouraging innovation, giving them an infrastructure of support, and making sure they stay close to their customers."

Beach noted that *CW* has capitalized on the importance of the IS professional in the marketplace. Finally, he said, "it's now way cool to be IS."

CW, INC.'S NEW CORPORATE STRUCTURE

Computerworld, Inc.'s five new divisions encompass the following current products and prospective opportunities:

Print Division
- ***Computerworld***
- ***Client/Server Journal***
- **Custom Publishing**
- **CW Marketplace Section (classified ads)**

Professional Development
- **Recruitment advertising**
- **Annual Technical Recruiters Conference**
- **Looking at new opportunities in training, IS certification programs and electronic opportunities such as an online job exchange.**

Customer Information
- **Computerworld Database Division:**
  - **CW Buyers Database**
  - **VAR Database**
  - **Response Technologies, Inc. (a newly acquired inquiry management and lead management firm)**

Events
- **Executive Technology Summit**
- **Windows World Open**
- **CW Smithsonian Awards**
- **Object World**
- **Aggressively looking into expanding into a range of opportunities in conferences and expositions.**

Electronic Media
- **Computerworld on CD**
- **Pursuing a number of opportunities in online forums, online services and other CD-ROMs.**

Selected *CW* Achievements

- Voted best computer newspaper by the Computer Press Association's Computer Press Awards for the past two years, the first time any newspaper has won in consecutive years.

- Competing with general business and computer trade publications, *CW* has been ranked the best-read weekly for information systems management in the Simmons CompPro, IntelliQuest and Adams research studies from 1992 to 1994.

- *CW* has had the highest growth in advertising revenue of any major computer industry publication. Through June 1994, year-to-date advertising revenues are up 23.4% and ad pages are up 14.3% compared to the same period last year, according to the Computer Publishing and Advertising Report.

- *CW*'s paid circulation has increased steadily in recent years to 140,313, and the renewal rate is 61% and climbing.

COMPUTER!TOTAAL

continued from page 1

and logo, more editorial pages and a new feature, the *C!T* Top 15, a monthly hit list of computers modeled after *PC World*'s Top 15.

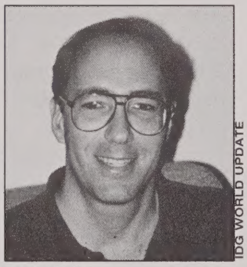
"Our editorial and sales staff have worked very hard to achieve this *Computer!Totaal* success in the past two years," said IDG Netherlands Managing Director **Leendert van Wezel**. "From the launch in January 1992 the book had a dominant position in the readers' market. And, it looks as if the *C!T* success story has just started. Our October issue will be a record-breaker with 93 ad pages, and we have some good vibes about our November issue!"

Edwin Ferdinandus of IDG Netherlands contributed to this article.

NOTEWORTHY

PROMOTIONS

David Peterson, formerly *Computerworld*'s vice president of eastern advertising sales, has been promoted to associate publisher and vice president/sales. "*CW*'s success in the past three years is due in part to Dave's leadership," said President/CEO **Gary J. Beach**. "Dave's incredible energy, competitiveness, focus and team spirit ensures that *CW* will continue to grow in the future."


IDG WORLD UPDATE

HENDRICK

Steve Hendrick, formerly manger of IDC's Applications Development Tools Program, has been promoted to research director of the program. "In the past year, Steve has grown the program revenues 64% and has been instrumental in automating our forecasting process in the software research group," said Director/Software Research **Tony Picardi**. While Steve's research has focued on the database market and client/server tools, he has written on a wide range of topics such as the information warehouse, testing tools and development paradigms, Picardi added.

NEW EMPLOYEES

Cherie Spilatro is a client services assistant for IDC's IRS/CIA program. Cherie, who was an intern for the Desktop Computing Group for over a year, will be responsible for client inquiry support and account management as well as research for IDC newsletters and vendor profiles. Cherie earned a BS in business management from Bentley College and enjoys skiing, traveling and Stephen King books.

PC World has hired **Richard McCarthy** as promotions manager. As circulation manager for Miller Freeman, Inc., Richard oversaw circulation for four medical magazines. In his new capacity, Richard will handle new business promotions for *PC World*. He has a BA in psychology from San Francisco State University.

IDG WORLD UPDATE

MCCARTHY

The CW Database Division welcomes three new employees. Research Analyst **Erin McCarthy** worked previously as a research associate for a California firm, The X Business Group. She's a graduate of St. Michael's College in Vermont and enjoys hiking, reading and photography in her spare time.

IDG WORLD UPDATE

JEANMONOD

Programmer Analyst **Judy Jeanmonod** held a similar position at Warren Publishing's *Banker and Tradesman* before joining IDG. She has a BS from M.I.T. in humanities engineering with a focus on electrical engineering and lists music and skiing among her interests.

Chris Jones is an account executive for CWDD's VAR Database in Burlingame, Calif. Chris, a graduate of the University of Colorado with a BS in economics, recently worked in sales for Logitech. In his free time Chris enjoys skiing, snowboarding and windsurfing.

Joan McNeil is assistant to the publisher for the IDG Newsletter group. Joan has a BS in business administration from Salem State College and counts hiking and genealogy among her outside interests.

IDG Books in Indianapolis welcomes **David Gumerson** as IS manager. Before joining IDG, Dave worked as MIS supervisor for McMillan Computer Publishing. Outside the office he is a sports fan whose favorites include basketball and football.

TRANSFERS

Liz Hecht, formerly IDG PR Service administrator, has signed on as *CIO* Executive Programs administrator. As the person in charge of all client registration for the Executive Programs she will be responsiblefor database and financial administration.

Karen Lesko, most recently an account executive for *Computerworld*, will be assuming the position of marketing communications project manager for the publication's Marketing Department as of October 1.

CHAIRMAN'S ACHIEVER

IDG WORLD UPDATE

NEUHAUS

In only nine months with IDG Books Programmers Press, Editorial Director **Trudy Neuhaus** has created the FY95 editorial program that includes more than 20 new titles. Trudy has also been instrumental in designing the division's Three-Year Editorial Plan.

"Trudy has effected improvement in quality across all of IDG Books through her relentless pursuit of excellence," said Publisher **Chris Williams**. "IDG Books' future growth depends on successful, decentralized start-up presses. Trudy's efforts have contributed greatly to our ability to codify such growth."

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Jane Creighton - IDG Telecomm

ELEVEN YEARS
John Gallant - Network World

TEN YEARS
Leslie Barton - Macworld

NINE YEARS
Mary Gibbons - IDC

EIGHT YEARS
Philippe Mingori - IDG France
Sylvie Neuhoff - IDG France
Maya Timmer - IDG Netherlands

SEVEN YEARS
Claire Leroy - IDG France
Vincent Half - IDG Netherlands

SIX YEARS
Annike Beetema - IDG Sweden
Francois-Yves Le Gal - IDG France
Walter Miao - LINK
Amy Striplin - PC World

FIVE YEARS
Earlene Sabin - IDG Telecomm
Christina Ölschläger - IDG Germany
Nicole van Geenen - IDG Netherlands

FOUR YEARS
Peter Guastella - Integrated Media
Teresa Lui - IDG Hong Kong
Graciela Torres - IDG Mexico
Aude Cottin - IDG France
Francois Montel - IDG France
Mª Jose Marzal - IDG Spain

THREE YEARS
Laurence Carton - IDG France
Sylvie Guillemin - IDG France
Olivier Saint-Leger - IDG France
Brandin Nordin - IDG Books
Björn Welin - IDG Sweden
Jose Mª Mulas - IDG Spain

TWO YEARS
Marnie Butler - IDC
Laurianne Mclaughin - PC World
Georg Renelt - IDG Germany
Johann Armand - IDG France
Mieke Erkelens - IDG Netherlands
Berend Harmens - IDG Netherlands
Oscar Kneppers - IDG Netherlands

ONE YEAR
Thomas Danielsson - IDG Sweden
Hans Delking - IDG Sweden
Claes Huber - IDG Sweden
Michael Jenselius - IDG Sweden
Staffan Lönner - IDG Sweden
Rebecka Lindberg - IDG Sweden
Valery Bourke - IDG Books
Kristin Cocks - IDG Books
Gina Scott - IDG Books
Tim Stanley - IDG Books
Denise Turck - IDG Books
Barbara Rothwell - IDG
Kelly Martin - IDG List Services
Jay Rizoli - Computerworld
Kimberly Gilliard - Computerworld
Julie Haws - Network World
Chris Browning - PC World
Lisa Faraone - InfoWorld
Tim Gallan - IDG Books
Debee Kelliher - EMS
Ken Buchmann - Infotainment World
Vincent Burns - Infotainment World
Kent Persson - IDG Sweden
Bianca Burgering - IDG Netherlands
Frank Froma - IDG Netherlands
Raimon Gort -IDG Netherlands
Rene Kosmis - IDG Netherlands
Hans Zahn - IDG Netherlands

IDG Chairman's Council Sponsors Picnic for Senior Citizens

NICOLE KASSEL

Patrick Gorman (standing) joins Madeleine Spencer and a group of elders as they take in a picturesque view of the Atlantic during a recent IDG Chairman's Council outing.

The IDG Chairman's Council, which mobilizes employee volunteers to work with Boston-area charitable organizations, last month sponsored another in a series of trips with Little Brothers-Friends of the Elderly (LBFE).

IDC Copy Editor **Patrick Gorman**, IDC Assistant to the President **Madeleine Spencer** and IDG Corporate Communications Marketing Coordinator **Nicole Kassel** joined LBFE volunteers and escorted 35 elders on a bus trip to the Shorefront Park and Nature Trail in Plymouth, Mass.

After a picnic lunch — and sing-along led by Madeleine Spencer — the group enjoyed a stop at a local ice cream parlor for dessert. Chairman's Council funds paid for the bus trip and refreshments.

Employees interested in participating in Chairman's Council activities should contact Corporate Communications Director ***Mary Dolaher*** *at 617-534-1202.*

CELEBRATING 10

Sherry Driscoll

HOME: New Bedford, Mass.

PROFESSION: Senior District Manager, *Computerworld*; Eastern Advertising Director, *Client/Server Journal*

HIRED: July 1984 as account executive, *CW Buyers Guide*

JOINED IDG BECAUSE: It was a great company to work for, and the opportunity to work for *Computerworld* was there.

MOST CHALLENGING PART OF YOUR JOB: Creatively communicating *CW*'s leadership position.

CAREER HIGHLIGHT: 1990 Print Media Rep Award from Ketchum Advertising, the first year the award was given.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Hoped so!

WHY DO YOU LIKE BEING AT IDG? IDG is really the *crème de la crème* of publishing houses.

WORDS TO LIVE BY: "What goes around comes around."

OUTSIDE INTERESTS: Gourmet cooking, travel, golf

MOST REWARDING THING YOU'VE EVER DONE: Served as a Girl Scout leader.

RITZ-CARLTON

COMPUTERWORLD'S SHERRY DRISCOLL RECENTLY JOINED *IDG Chairman* ***Pat McGovern*** *at the Ritz-Carlton in Boston to celebrate her tenth year with IDG.*

DREAM DESTINATION: A train trip on the Orient Express

FANTASY JOB: Working as a golf pro in Bermuda.

MANAGER'S PROFILE: "Year in and year out, Sherry finds a way to beat her quota. Perhaps the greatest compliment she's earned is the way her advertisers and agencies trust her and depend on her to help them do their jobs."

- ***David Peterson**, associate publisher and VP/sales*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 215 newspapers and magazines in 63 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 38

September 19, 1994

PC WORLD COMMUNICATIONS, INC. UNVEILS NEW CORPORATE ROSTER
PAGE 2

IDC RELEASES INDUSTRY'S MOST COMPREHENSIVE MACINTOSH DATA BOOK
PAGE 5

WINNER AND RUNNERS UP IN IDG QUARTERLY PHONE SURVEY RECEIVE CHAIRMAN'S HONORS
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Jim Martin Takes The Helm At InfoWorld

MARTIN

Last Thursday IDG announced the appointment of **Jim Martin** to the posts of president and CEO of InfoWorld Publishing, Inc., and publisher of *InfoWorld* magazine.

In this capacity, Martin succeeds **Bob Metcalfe** and **Jim Casella** who will be involved in IDG corporate activities and will now also serve as InfoWorld Board members.

President and CEO of Macworld Communications, and publisher of *Macworld* since 1988, Martin joined IDG in 1984. Over the course of the past decade he has served as associate publisher/director of marketing and sales for *PC World* and *Macworld* and was involved in the startup of *Publish*. Martin inaugurated IDG's first Global Product Support Center and has been instrumental in taking *Macworld* from three local language editions to 27 editions in countries spanning the globe.

"Jim Martin is a very talented publishing executive who has contributed greatly to IDG's growth in the past 10 years," said IDG Chairman **Pat McGovern**. "He made *Macworld* what it is today — a dominant force in Macintosh publishing. He will certainly enhance the success of

•CONTINUED PAGE 2•

IMS/Europe Created To Form Partnerships With Region's Top Clients

FRANK CUTITTA

SOME MEMBERS OF THE IMS EUROPE STAFF JOIN IDG VICE PRESIDENT KELLY CONLIN *(second from left) at the first official meeting of the group in London earlier this month. (From left:) Colin Smith, IMS/U.K.; Conlin; Jeff Meers, IMS/Europe; David Oliver, IMS/U.K., Mary Daintree, IMS/Europe; Greg Nelson, IMS/Europe; Tina Olschlager, IMS/Germany; Bill Norton, IMS/Central Europe; and Claude Bril, IMS/France.*

At a press conference in London on Sept. 20, IDG will announce the formation of a new organization to help IDG's largest European customers access IDG's publishing, research and exposition resources around the world.

The new group will be known as IDG International Marketing Services to take advantage of the identity IDG has already built for IMS services. The group will be modeled after IDG's Marketing Services Division in the U.S.

Jeff Meers, previously group vice chairman of the London advertising agency DFSD Bozell, has been hired as

•CONTINUED PAGE 4•

PC World Unveils New Corporate Lineup

Capitalizing on the tremendous growth of the past four years and positioning itself as a powerhouse in the future of publishing, PC World Communications, Inc. has adopted a new organizational infrastructure based on IDG's proven, decentralized, close-to-the-customer formula

Effective October 1, PC World Communications will subdivide into three divisions — PC World Publishing, PC World New Media and PC World Newsletters — to better serve its customers and create opportunities for its employees.

> *"PC World will put talented, experienced publishers close to specific customers."*
>
> **- Pat Kenealy**

The restructuring comes as revenues, profits, subscriber levels and newsstand sales are each at record highs for the company. Revenues for the year will top $75 million. *PC World*'s circulation rate base stands at 920,000 and *Multimedia World*'s at 120,000. *PC World* Online logs 150,000 sessions per month.

"By dividing up print, new media, and newsletter responsibilities, PC World will put talented, experienced publishers close to specific customers," said PC World Chairman and CEO **Pat Kenealy**. "The company will be able to simultaneously focus on where the PC market's big opportunities are today and where they will be in the future."

The Publishing division, which encompasses *PC World* and *Multimedia World*, as well as other print media products such as supplements with *Newsweek*, *U.S. News & World Report*, and *Child* magazines, will be led by **Rich Marino**. Marino, publisher and COO of *PC World*, will add to his responsibilities those of president of the Publishing division.

Jonathan Epstein, publisher of *Multimedia World*, will become president of the New Media division including *PCW* Online, CD-ROM publications and some yet unannounced television ventures. The creation of this division will allow PCW to focus specific energy and P&L accountability on new media.

"Our new structure will let us think carefully about new media and make big commitments in that field without the distractions new media ventures often pose to traditional publishing organizations," said Kenealy.

Currently publisher of PC World's newsletters, **Craig Pierce** will be named president of the Newsletter division based in Boston, Mass. The Newsletter division produces four PC-related newsletters, including *The 1-2-3 For Windows Report*,

•CONTINUED PAGE 5 •

IDG Gets Business Wire Feed In Deal For PR Service

In an arrangement that will benefit IDG business worldwide, International Publishing Services President **David Hill** announced this week an agreement with Business Wire.

The IDG PR Service, established in 1990 to distribute IT vendor press releases via GE BusinessTalk and Lotus Notes to IDG editors around the world, will be closed and its business folded into Business Wire. Under the terms of the exclusive arrangement, the Business Wire high tech feed will be sent to the Notes server at the IPS office in Boston. Business Wire material will then be available to any business unit using Notes.

The partnership presents a opportunity for substantial savings, as any IDG office on the Notes system can now access IT press releases without paying for the feed themselves.

Business Wire will also pay a royalty to IDG for any high tech press releases sent on their service for the privilege of having access to hundreds of IDG editors and analysts worldwide.

For more information on how to access BusinessWire through the IPS server, contact Eirik Gulbrandsen at telephone 617-423-1306, fax 617-423-0712, Internet address Eirik. Gulbrandsen-@ccmail.telemax.no.

INFOWORLD

continued from page 1

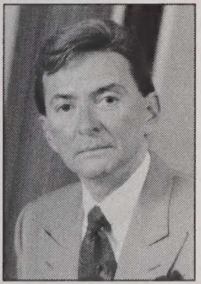
InfoWorld Publishing."

Martin expressed mixed feelings about leaving the publication he's called home for 10 years. "My enthusiasm and excitement in taking on this new challenge at InfoWorld Publishing is balanced by the emotions I feel about leaving an extraordinary magazine with the most professional team of people with whom I've had the pleasure of working." Martin said. "*Macworld* would not be the dominant publisher of Macintosh information today without their contributions and sacrifices."

> *"InfoWorld is clearly poised for dramatic growth and prosperity."*
>
> **- Jim Martin**

Looking ahead to his new responsibilties, Martin said he is impressed by the high-quality editorial standards *InfoWorld* has achieved. "Bob Metcalfe and Jim Casella, working as a team, did a wonderful job of re-energizing and re-focusing *InfoWorld* on the need to invest in the quality of the product and provide outstanding customer service," Martin commented. "I am looking forward to working with a group of extremely talented team members. *InfoWorld* is clearly poised for dramatic growth and prosperity."

ON LINE



WALTER BOYD

IDG's president is this week's columnist.

Q I've been around IDG for a few years and I note, not suprisingly, that the rest of the IDG workforce is aging along with me. What are your thoughts on how we can maintain the same high-energy environment that built IDG?

A Unfair question! Just joking. I quite agree that there are times when it looks as though the IDG workforce is aging but, in fact, the average age is still very young [35]. This is due, I suspect, to the fact that we are constantly growing and with promotions of longer-term (albeit, older) employees, this growth fuels new hires who typically tend to be younger and, in many cases, just out of school.

I have no doubt whatsoever that the very high-energy environment and excitement that runs throughout IDG will continue unabated in the coming years, especially with all of the new projects that are on the boards now and in the months and years ahead.

Incidentally, I'd like to make the point that growing older does not necessarily equate to a loss of energy. Just look at Pat McGovern.

I assume the recently announced reorganization of Computerworld [into 5 divisions] is nothing more or less than the "childern of IDG" philosophy applied to the flagship publication. Is there some optimal size IDG keeps in mind for business units after which it's recommended they break into smaller parts?

You're exactly right in your assumption that the reorganization of Computerworld is the right blueprint for their becoming a true "child of IDG."

The optimal size for any independent business unit is as big as it can be while maintaining appropriate profit margins for all of its products and/or services. I believe that the real key is not size but making sure that each and every product within a business unit is properly staffed and is headed up by a true product champion — someone whose every moment is devoted to making that particular project an unqualified success.

It is also important in each of the business units that the chief executive keep his or her various operations lean and mean and does not allow bureaucracy or a "big company" mentality to become a part of the fabric of the overall organization.

I really can't imagine a situation that was well managed, according to IDG Corporate Values, that would be abitrarily split up by IDG Corporate Services. We would like to see many of our independent business units reach a size of $300 to $400 million in revenues.

You've always been the godfather of our European operations. Will you continue to be involved in following those offices and attending European managers meetings?

First of all, thank you whoever asked the question, for the very flattering reference to me as the godfather of the European operations. I must say that I have always particularly enjoyed working with and learning from our various European operations. They have been a real source of enjoyment, fulfillment and fun over the many years since we started our first publishing off-shore venture in Germany some 20 years ago.

Over the years, I've had an opportunity to find out first hand how many wonderful and brilliant people there are on the "other side" of the Atlantic and have also had the privilege of making many true friends from widely varying cultures.

And, yes, I will certainly continue to follow these operations very carefully and definitely plan on attending European managers meetings in my role as a director of IDG.

Hopefully, I'll also have the chance to start taking up some of the offers I've had over the years to spend some leisure time in the various countries. As everyone who travels on business knows, it is not always easy to see much of a city or country outside of office and customer visits.

Now that you're on the IDG board of directors, will the board be looking to you to lend expertise in a particular area, the way other board members are relied on for their knowledge of financial or personnel matters, for example?

I would assume that I'll be used to specialize in the analysis of publishing operational issues that might come before the board from time to time and as someone who has some degree of expertise in human relations and staffing issues.

Also, the other added value that I'll bring to the board will be that of having been with the company for almost 27 years and knowing a great deal of the detailed background on how things happened and why they are like they are today.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*,, 41 West Street, 7th floor Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn, P.Smith or S.Noyes.

IMS EUROPE

continued from page 1

managing director of IMS Europe. He rose through the ranks at four different ad agencies following a stint as a civilian industrial psychologist with the Royal Navy. Meers has a degree in psychology from the University of Nottingham.

"Much of the industry is in transition from being technology-driven to being marketing-led, and this is where IMS' skills will help clients rise to that challenge by leveraging the worldwide resources of IDG to reach the influential buyers," Meers said.

IDC figures identify Europe as the world's largest IT market, accounting for 37% of all IT spending. Every day over $550 million is spent on IT products and services in Europe and, as recovery takes hold, Western Europe is predicted to consolidate its lead in the adoption of leading-edge technologies.

The existing IMS groups in London, Paris and Munich will be integrated into the new group and will be led by Meers. Meers will report to a board of directors composed of a group of European country managers. **Frank Cutitta** will remain as president of IMS in the U.S.

Mission: strong partnerships

IMS Europe's mission is to increase IDG's visibility in Europe by developing strong partnerships with IDG's most strategically important customers: the marketing departments of the largest IT companies operating in Europe. "IMS Europe will identify the new challenges that face these customers and help them achieve their marketing communications goals," said IDG Vice President **Kelly Conlin**.

With more brand management being directed from a global perspective, IDG is in a perfect position to create long-term, distinctive competitive positioning by emphasizing its role as the world's leading source of information services on IT. "The window of opportunity for IDG to strengthen its position is now," Meers said.

According to new figures from The Register Group, IDG's year-to-date share of the European technology advertising market has risen to 30%, up from 27% last year. This compares to a toal of 9% for Ziff-Davis and 6% for VNU. IDG's year-to-date advertising page sales are up 24% compared with a rise of 3% at VNU and a fall of 3% at Ziff-Davis.

During the coming months, sales, public relations, marketing collateral, events and research will all be part of IMS Europe's cornucopia of offerings. The A-Plus Group, a PR firm in London, has been hired to promote IMS Europe, conduct an IDG Europe Brand Audit and coordinate with MSD public relations efforts in the U.S., among other things. An IDG global marketing kit, a European rate card on CD-ROM and an IDG European product line brochure will soon be unveiled.

Client-specific events are also in the works, as is the first IDG European Summit in Barcelona next May. Numerous research projects are being planned, among them market analysis, training to teach clients how to use research and development of a European Adbase to track and analyze ad placements.

MSD AND IMS: WHAT DO THEY DO?

MARKETING SERVICES DIVISION

MSD's two primary roles are 1) To execute a national account program that represents collective IDG solutions to the marketing challenges faced by top U.S. clients and 2) to generate an awareness of IDG as the industry's leading company that can offer vendors unmatched access to purchasers of technology products and services around the globe.

INTERNATIONAL MARKETING SERVICES

IMS, a division of MSD, acts as a clearinghouse to determine the most cost-effective means, from advertising to trade shows, for vendors that want to enter new international markets. In addition to preparing customized advertising packages, IMS provides market research, locate distribution opportunities and develop international marketing strategies.

IMS EUROPE CONTACT INFORMATION

IMS Europe
Harlen House
45-47 London Road
Staines, England
TW18 4HD
Tel: +44-784-461324
Fax: +44-784-461325

Jeff Meers, managing director
Mary Daintree, personal assistant

IDC Produces Comprehensive Mac Data

IDC has released what it bills as "the world's most comprehensive Macintosh Data Book in the market." The overview provides a complete summary of IDC information about Apple Computer, Macintosh products and the Macintosh environment.

Macintosh hardware topics include unit sales, revenues and installed base; pricing of retired and active products by model; distribution channels, monitors by size, color boards and Macintosh-compatible printers. Software topics include databases, desktop publishing, integrated software, spreadsheets, and connectivity.

According to IDC research, unit shipments of Macintosh hardware grew over 30% betwen 1992 and 1993, and projections indicate sales will climb steadily through 1997.

The *Macintosh Market Databook* is available in hard copy or electronic spreadsheet format. For more information, contact **Wendy Weinstein** at 508-935-4204.

IDG Job Opportunities Update

Monday September 19, 1994

SENIOR RESEARCH ANALYST (IDG RESEARCH SERVICES)
The individual in this position must have full knowledge and understanding of market research methodologies for mail and telephone surveys. Experience in survey development, questionnaire design, data analysis, and final report preparation essential. Candidate will work with vendors and clients as well as interact with publication sales reps. Excellent writing skill necessary. Experience with presentation graphics essential.

FINANCIAL SYSTEMS SUPPORT SPECIALIST - WEST COAST (IDG)
Individual will be responsible for the support of financial systems for IDG West Coast business units. Duties include training, report writing, problem solving with the Corporate IS group, special projects and possible program changes. Knowledge of accounting and experience with financial systems is essential. A minimum of 5 years experience and/or related field is required. Ability to work in a busy, multi-project environment essential.

COMMUNICATIONS MANAGER (EXECUTRAIN)
ExecuTrain is looking for an experienced public relations/communications professional. A minimum of five years in a PR-related background is required. Experience with major national business press as well as IT press desired. This position is located in Atlanta, GA.

SALES ASSISTANT (IDG INTERNATIONAL MARKETING SERVICES)
Responsibilities in this position will include assisting Sales Representatives in the areas of customer service (ad placement and coordination), follow-up and administrative support. Ideal candidate must be detail-oriented, organized, and have excellent telephone skills. MAC experience a must. Telemarketing experience a plus.

PC EXPERTS / TECHNICAL WRITERS - 4 (IDG NEWSLETTERS)
Responsible individuals will write and edit for personal computer newsletters. For all the positions, candidates must be deadline oriented, possess excellent communication skills, and have the following technical expertise for each position: (1) Applications Software: Must have two of the following, MS Word, MS Excel, MS Access, WordPerfect, Quattro Pro, Paradox, Lotus 1-2-3, AmiPro or Approach. (2) Software Development Tools: MS Visual C++ or Basic, Access, Borland C++, dBase, Clipper or Powerbuilder. (3) Graphics & Desktop Publishing: QuarkXPress, Aldus Pagemaker or Freehand, Adobe Photoshop or Illustrator. (4) Groupware: Networks, Lotus Notes and/or Novell Netware.

BILLING MANAGER (NW)
The individual in this position will handle all Network World advertising billing, contract coordination, TRS management, advertiser history and credit tracking. Prior billing experience is necessary. Candidate must be detail-oriented and work well independently. Spreadsheet experience required.

ADMINISTRATIVE ASSISTANT (NW)
The individual in this position will provide administrative support to the President and Publisher of Network World. Candidate must be dependable, professional, and able to work independently. Prior office experience required. PC/Mac skills are necessary. Organizational skills essential.

SALES ASSISTANT (NW)
Candidate will provide support to the sales representative in the Direct Response Advertising Department. Responsibilities will include clerical support and coordinating ad sales with the production department. Macintosh skills including Excel, FilemakerPro and Word Perfect preferred.

SENIOR ANALYST (IDC)
Successful candidate will be responsible for conducting research on market opportunities, products and vendors in LAN, server, and desktop management markets. Individual will be involved in developing marketing strategies and assisting in sales of the program. Individual should have industry or research experience in LANs, servers, or network operating systems. Excellent communication and customer service skills are necessary.

DESKTOP PUBLISHING OPERATOR (IDC)
Primary responsibilities in this position would be formatting newsletters and reports and generating tables and graphics on the Macintosh system using MS Word, QuarkXPress, Excel, Illustrator and DeltaGraph. Excellent Macintosh skills are required. Must be able to work independently in a busy environment. 2-4 years experience in desktop publishing necessary. Graphic design experience a plus.

SALES ASSOCIATE (CWI)
Candidate will support the Account Manager with database maintenance, graphics presentations, and word processing. Two years administrative experience required. PC literacy plus excellent communication and organizational skills necessary. Must be able to work in a fast-paced sales environment. Bachelor's degree preferred.

SALES ASSISTANT (IW)
Ideal candidate will handle weekly closing of display edition, interact with clients via telephone, database management, and general administrative support. This position requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. Must be able to work independently. PC literacy a must. Publishing or advertising experience desired.

PROJECT EDITOR (IDG/B)
Ideal candidate should be a skilled editor of technical computer manuscripts and capable of managing and guiding authors, manuscript editors, technical editors, copy-editors and proofreaders. Individual must have a proven ability to keep projects on schedule and be familiar with the computer industry. Excellent organizational and communication skills required. Position is located in Braintree, MA.

CONTROLLER (IDG/B)
Successful candidate will possess a degree in Accounting or related field with 5-8 years experience. This position requires experience in A/R, GL and cost accounting. Excellent communication, leadership and PC skills essential. CPA preferred.

SENIOR PRINT BUYER (IDG/B)
Candidate will assist with manufacturing responsibilities by providing analysis of current and future manufacturing related services and materials. Experience in purchasing, contract negotiation and quality control is essential. Individual will negotiate, manage, and evaluate all existing and new manufacturing vendor relationships, maintain daily contact with book printers and vendors and act as liaison with Editorial, Production, Distribution, Marketing and Inventory Control.

FACT CHECKER (PCW)
Individual will be responsible for verifying information in manuscripts by phone and fax. Will work with vendors and editors to provide accurate company and product information. Candidate will compile monthly "products featured in editorial" list. Excellent communications skills necessary. Copy editing experience a plus.

DIRECTOR OF MARKETING (PCW- MULTIMEDIA WORLD)
Successful candidate will be responsible for the development and execution of marketing communications strategies and sales information system. Individual will handle ancillary products and research programs for the publication. Knowledge of the multimedia industry and computer publication marketing required.

MARKETING SPECIALIST (IFTW)
The individual in this position will assist the Marketing Manager in developing and implementing promotion and public relations materials and programs for all IFTW publications and product lines. Candidate will be responsible for the coordination of all editorial promotions and will provide onsite logistical support for all speaking engagements and conferences. Individual will oversee maintenance of marketing communications budgets.

PRODUCTION COORDINATOR (IFTW)
The individual in this position will assist in the timely and accurate production of video game magazines. A minimum of 3 years Mac based desk top publishing, proficiency in QuarkXPress (specifically page layout and text treatment), and familiarity in Photoshop, Freehand and knowledge of prepress and printing a plus.

ADMINISTRATIVE ASSISTANT / BOOKS DIVISION (IFTW)
Ideal candidate will support the Books Division in all clerical and administrative duties of the department including general office support, information management, and special projects. Must be highly organized, energetic, flexible and able to handle multiple duties. Proficiency with MS Word and Excel required.

East Coast Collaborative Training Program

Courses offered for October, November & December

For West Coast Listings see Reverse

Management Development Series

Course	Date	Time	Location
Pre-Management Development	Monday, October 31	8:30 am - 5:00 pm	IDC Boardroom A, 4th Flr.
Managing Performance for Positive Results	Tuesday, November 1	10:00 am - 4:00 pm	IDC Boardroom A, 4th Flr.
How to be a Successful Manager at IDG	Wednesday, November 2	9:00 am - 1:00 pm	IDC Boardroom A, 4th Flr.
Fundamentals of Management	Monday, December 5 & Monday, December 12	9:00 am - 5:00 pm	IDG Training Room, 2nd Flr.

Professional Development Series

Course	Date	Time	Location
Basic Presentation Skills (2 days)	Monday, November 7 & Wednesday, November 9	9:00 am - 5:00 pm	IDC Boardroom B, 4th Flr.

Wellness Series

Course	Date	Time	Location
Blood Pressure & Cholesterol Screen	Wednesday, October 26	1:00 pm - 6:00 pm	IDC Boardroom B, 4th Flr.
The Basics of Power Communication	Monday, November 21	12:00 pm - 1:00 pm	IDC Boardroom B, 4th Flr.
The First Year - Caring for Your Baby	Tuesday, December 13	12:00 pm - 1:00 pm	IDG Training Room, 2nd Flr.

Personal Development Series

Course	Date	Time	Location
Financial Strategies - Steps You Can Take Today	Tuesday, November 8	10:00 am - 12:00 pm	IDC Boardroom A, 4th Flr.
Money Management - How to Control Spending	Tuesday, December 6	10:00 am - 12:00 pm	IDG Training Room, 2nd Flr.

IDG Business Overview Series

Course	Date	Time	Location
International Data Corporation (IDC) Overview	Tuesday, October 25	12:00 pm - 1:00 pm	IDC Boardroom B, 4th Flr.
World Expo Overview	Tuesday, November 29	12:00 pm - 1:00 pm	IDC Boardroom B, 4th Flr.
IDG List Services Overview	Wednesday, December 7	12:00 pm - 1:00 pm	IDG Training Room, 2nd Flr.

Technical Program

Course	Date	Time	Location	Vendor
Windows 3.1 (Beg.)	Monday, October 31	1 day (8:30 am - 4:30 pm)	Framingham	ExecuTrain
Word for Windows 6.0	Friday, October 28	1 day (8:30 am - 4:30 pm)	Boston	ExecuTrain
Microsoft Excel 5.0	Monday, October 24	1 day (8:30 am - 4:30 pm)	Framingham	ExecuTrain
Powerpoint 4.0	Thursday, October 27	1 day (8:30 am - 4:30 pm)	Framingham	ExecuTrain
Intro to the Macintosh	Thursday, October 6	1 day (9:00 am - 5:00 pm)	Framingham	PDG Inc.
Intro to Excel	Tues. & Wed., October 11-12	2 day (9:00 am - 5:00 pm)	Framingham	PDG Inc.
Intro to Microsoft Word	Friday, October 21	1 day (9:00 am - 5:00 pm)	Framingham	PDG Inc.

Look for your new copy of the FY 1995 East Coast Collaborative Training Program Booklet in your mailbox within the next few weeks! For Course descriptions or further information, call Piper Fowler at (508)935-4796.

*IDG & IDC locations are at 5 Speen Street, Framingham

IDG West Career Training & Development Program

Courses offered for October, November & December

For East Coast Listings see Reverse

Management Development

Course	Date	Time	Location
Interviewing Techniques Part I	Monday, October 17	10:00 am - 12:30 pm	PC World 501 Second Street, 6th Flr. San Francisco, CA
Coaching for Improved Performance: The Day to Day Side of Managing Performance	Tuesday, October 25	8:30 am - 12:30 pm	South San Francisco Conference Center 255 S. Airport Blvd., S. San Francisco, CA
Interviewing Techniques Part II	Monday, October 31	10:00 am - 12:30 pm	PC World 501 Second Street, 6th Flr. San Francisco, CA
What Do Managers Do? The Basic Survival Skills for Managers	Monday, November 7	11:30 am - 2:00 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Project Management Skills	Tuesday, November 29	8:30 am - 12:30 pm	South San Francisco Conference Center 255 S. Airport Blvd., S. San Francisco, CA

Professional Development

Course	Date	Time	Location
Presentation Skills (Basic)	Tuesday, October 11	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills (Advanced)	Tuesday, October 11	1:00 pm - 5:00 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Conquering Procrastination	Tuesday, December 6	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Goal Setting and Personal Visions	Monday, December 12	10:00 am - 12:30 pm	PC World 501 Second Street, 6th Flr. San Francisco, CA
Facilitation Techniques	Monday, December 19	10:00 am - 12:30 pm	PC World 501 Second Street, 6th Flr. San Francisco, CA

Technical Development

Course	Date	Time	Location
Microsoft Word for Windows (Basic)	Tuesday, October 18	8:30 am - 12:30 pm	Computer Resource Center 1065 E. Hillsdale Blvd. Ste. 404 Foster City, CA
Scanning Techniques for the Macintosh	Wednesday, October 26	9:00 am - 4:00 pm	Ciber Training 74 New Montgomery, 7th Flr.
Introduction to Local Area Networks	Wednesday, November 2	8:30 am - 12:30 pm	Ciber Training
Microsoft Word for Windows (Intermediate)	Wednesday, November 9	8:30 am - 12:30 pm	Computer Resource Center
Aldus Persuasion for the Mac (Basic)	Wednesday, November 30	9:00 am - 4:00 pm	Ciber Training
Microsoft Word for the Mac (Advanced)	Wednesday, December 7	8:30 am - 12:30 pm	Ciber Training
Microsoft Excel for Windows (Basic)	Wednesday, December 14	8:30 am - 12:30 pm	Computer Resource Center
Microsoft Excel for Windows (Intermediate)	Wednesday, December 21	8:30 am - 12:30 pm	Computer Resource Center

Look for your new copy of the FY '95 IDG West Career Training and Development Program Booklet in your mailbox within the next few weeks. For further information, contact Laurie Durlester at (415) 312-0594

IDG Job Opportunities Update

September 19, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Financial Systems Support	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)8208162
IDG	Programmer Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Office Administrator	Dallas, TX	B Shipman	(214)233-0882
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
IDG / NC	PC Experts/Techical Writers (4)	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IMS	Sales Assistant	Sausalito, CA	L. Christofferson	(415)331-7571
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Marketing Manager, SunWorld	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Marketing Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer	San Francisco, CA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Billing Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	P/T Receiver/Mailroom Assistant	Framingham, MA	S. Finlay	(508)820-7424
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Sales Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Writer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Notes - Elec. Desktop Publishing Spec. (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Survey Research Analyst, International	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
LINK	Senior Research Analyst, BIS	New York	D. Bernardi	(508)935-4361
LINK	Primary Research Analyst	New York	D. Bernardi	(508)935-4361
IDC/G	Program Manager	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Research Director (3)	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Sales Representative	D.C. & Northern Virginia	K. Fantoni	(508)935-4531
FCW	Associate Publisher	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Sales Associate	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Associate	Burlingame, CA	L. Lehane	(415)347-0555
CWI	District Manager	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Graphic Artist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Editor of Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566

IDG Job Opportunities Update

September 19, 1994

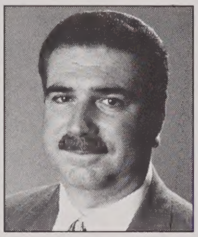
Division	Title	Location	Contact Mgr.	Phone
CWI	Administrative Sales Assistant	Rochelle Park, NJ	S. Perry	(508)820-8160
CWI	P/T Receptionist (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Telemarketing Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Q A Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Systems Consultant	San Mateo, CA	C. Neumann	(415)312-0501
IW	Senior Editor, Test Drives	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Hardware Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters (2)	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Compositor / Designer	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	VP, Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (4)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Director of Marketing	Multimedia World, San Francisco,CA	G. Mason	(415)978-3270
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Telemarketing Representative	Atlanta, GA	S. Simmons	(415)978-3267
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Assistant Designer / Infographics	San Francisco, CA	R. Kanes	(415)978-3333
PCW	Office Services Coordinator	San Francisco, CA	J. Fuchs	(415)978-3355
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW/Lotus	Production Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Administrative Assistant	San Francisco, CA	K. Milan	(415)978-3303
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Finance	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Administrative Assistant / Books Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Specialist	San Mateo, CA	D. Vernon	(415)286-2505
IFTW	Electronic Media Publishing Specialist	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Manufacturing/Dist. Coordinator	San Mateo, CA	F. Fox	(415)286-2527
IFTW	Editor-In-Chief	Electronic Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

PC WORLD REORGANIZATION

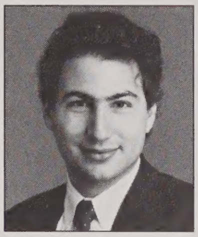
continued from page 2

The New PC World Corporate Lineup

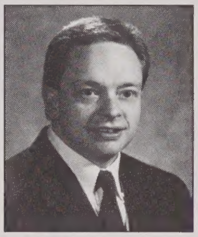
KENEALY



MARINO



EPSTEIN



PIERCE

JULIE DUNN

PEILEN

The Ami Pro Report, and *The Notes Report*, and will launch four additional publications later this year.

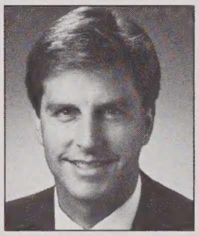
In a related change, Vicki Peilen, Group Controller for PC World, will become full-time Vice President and Chief Financial Officer for PC World Communications.

"These four executive have grown PC World revenues by more than 250% in the four years since they joined the magazine," Kenealy said. "Management continuity is rare in computer publishing, and, in this case, is based on success. It's a pleasure to restructure for more growth completely through internal promotions. IDG's job posting system really works."

Kenealy, who has served as president of PC World since 1990, will serve as Chairman and CEO over the company's three divisions.

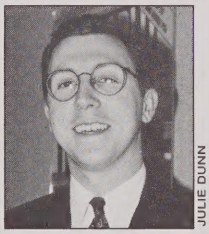
IDG Chairman Pat McGovern said the PC World reorganization reflects diversification in the IT marketplace."Over the past four years, the acceleration of *PC World* magazine in the U.S., and in more than 40 countries around the world, have matched the incredible growth of the PC revolution and have been a source of pride and satisfaction for us and our customers," McGovern said.

RELATED PROMOTIONS



MASON

Greg Mason, formerly southwest advertising sales director for *PC World*, replaces Jonathan Epstein as publisher of *Multimedia World*.



JULIE DUNN

CARRIGAN

Bob Carrigan, Northwestern ad sales director, now serves as western ad sales director, which includes Mason's territory. Both Carrigan and Mason have been publishers of smaller magazines and both are IDG/PC World veterans.

IDG China and Penton Publishing Sign Agreement

IDG China Ltd. and Penton Publishing last week announced a multifaceted publishing agreement related to one of IDG's publications, *Electronic Product World.*

Electronic Product World is a monthly Chinese-language magazine for electronics engineering managers and engineers, published in Beijing by the Institute of Scientific and Technical Information of China (ISTIC) and IDG China. It has a circulation of 30,000.

Under the terms of the agreement, Penton will license editorial from *Electronic Design*, a Penton publication, for use in *Electronic Product World. Electronic Design*, which is published 26 times a year for 165,000 qualified subscribers worldwide, will also become the exclusive sales agent for *Electronic Product World* in the U.S.

"The alliance between *Electronic Product World* and *Electronic Design* will help the U.S. electronics industry participate in the world's fastest growing electronics market," said IDG Chairman Pat McGovern. China's semiconductor consumption will grow from $1.7 billion in 1993 to $4.2 billion in 1997, according to IDG market research.

ASIA SUPPORT CENTER DIRECTOR HUGO HSIUNG (LEFT) AND *IDG Vice President/Corporate Controller Ted Bloom (center) visited members of the Electronic Product World staff during a recent visit to China. (From left:) Hsiung, Chen Qiula, Liu Hong, Li Zheng Zhi, Bloom, Wang Wei, Ma Tian Fang, Wang Bin Lin, Zan Hong and Zhao Feng.*

NOTEWORTHY

PROMOTIONS

ROB RUBRIGHT

MIKULICH

Marc Mikulich has been promoted to director of rights and licensing for IDG Books Worldwide. Marc joined IDG Books in 1991 and was formerly foreign and subsidiary rights manager.

NEW EMPLOYEES

IDG WORLD UPDATE

GRYBAUSKAS

CIO Publishing welcomes **Kathryn Grybauskas** as ad traffic coordinator. Kathryn has a BA in communications from Regis College where she minored in sociology and pyschology. In her spare time, Kathyrn enjoys travel and skiing.

Victoria Winston has signed on as director of corporate communications for IDG World Expo. Previously vice president/ corporate communications for Praxis International, Inc., Victoria earned an AB from Colgate University and an MBA from The Wharton School. Raising three young boys and gardening occupies most of her free time.

Infotainment World has hired production coordinator **Cathie Burgyan** to assist with the layout of *GamePro* and *SwatPro* magazines. Cathie graduated from Foothill College with an AA in graphic arts and counts antique collecting among her many interests.

Lee Schlesinger joins *Network World* as editor for the Test/Reviews section. Lee completed his undergraduate studies at Brandeis University and received an MA in journalism from Northeastern University. Outside the office Lee has directed and produced a number of community theatre productions.

Winners Of Phone Survey Honored

ROB RUBRIGHT

WHEELER

FEDERAL COMPUTER WEEK

FOLLIN

IDG WORLD UPDATE

ACQUAFRESCA

The newest round of winners in the quarterly Receptionist Evaluation were announced last week. Asia Support Center/Pacific Technology Ventures Fund Executive Assistant **Pat Wheeler** took top honors. Pat was described by the test caller as the "most knowledgeable, friendly and helpful person she has ever surveyed."

Linda Follin of Government Information Technologies Group, was honored as runner-up for the second time in the past year, along with **Marsha Acquafresca**. Although Marsha, like Pat, is not a receptionist, her voice welcomes callers to IMS/Framingham.

The survey is conducted by an outside consulting company whose callers ask a number of questions pertaining to the work of IDG and that of the individual business unit. Questions included "How would I get a list of everything IDG publishes?" and "How would I go about getting a job at your company?"

The winners were chosen from U.S.-based IDG business units and each received a congratulatory note from IDG Chairman Pat McGovern and an arrangement of flowers.

CHAIRMAN'S ACHIEVER

KENNEDY

"From her first day on the job at *Multimedia World*, **Janett Kennedy** has shown the commitment and desire to go well beyond the ordinary in working with *Multimedia World*'s advertising customers," said Associate Publisher **Patricia Navone**. A sales associate with *MMW*, Janette has been with the company for a year and a half. She has assumed a number of roles, acting as ad layout artist, electronic forms designer and department cheerleader.

Janett works directly with advertisers in *MMW*'s Marketplace section and supports both Northwest and Midwest regional managers. Her commitment to getting the job done and providing quality service to her customers was most recently demonstrated through her contributions to the *Before-You-Buy Guide to Multimedia* newsstand special. Janett took over direct sales for a key region, whose manager had accepted a new position, while continuing to support her other territory. Her efforts greatly influenced the 50% over-budget performance of the *Guide*.

"Employees like Janett Kennedy show our advertising customers IDG's commitment to hiring and training the most professional, customer-oriented representative in the business," Navone said. "Her good nature and team spirit helps contribute to the entire company's positive morals and productivity."

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Larry Bishop - IDC

NINE YEARS
Jim Martin - Macworld

SEVEN YEARS
Laurel Peddie - IDC

SIX YEARS
Barbara Gefvert - TechMedia Publishing
Bob Kayne - InfoWorld

FIVE YEARS
Deirdre Hatch - IDC
Tony Real - IDG Books

FOUR YEARS
Therese Merrell - IDG World Expo
Sandra Cincotta - IDG World Expo
Kerry Bubluski - Computerworld
Richard Denechaud - IDC
Alexa McCloughan - IDC

THREE YEARS
James Duffy - Computerworld
Jennifer Beilowitz - InfoWorld
Mary Bednarek - IDG Books

TWO YEARS
Mary Martin - Federal Computer Week
Diane White - IDC
Donna Silva - IDC

ONE YEAR
Thomas Vahey - IDG
Colleen O'Toole - IDG World Expo
Brenda Hendrick - Computerworld
Gerry Murray - IDC
Sherry Gomoll- IDG Books

CELEBRATING 10

Dave Peterson

HOME: Bedford, Mass.

DATE OF HIRE: June '84 as District Manager, *Computerworld*

CURRENT TITLE: Vice President, eastern advertising sales

RESPONSIBILITIES: Responsible for nine district managers in Eastern half of the U.S.

MOST CHALLENGING PART OF YOUR JOB: Managing a $30 million region and nine highly motivated, enthusiastic sales people.

BEST PART OF YOUR JOB: Top to bottom *CW* presently has the best group of people I have been associated with in my ten years at IDG.

LATEST ACCOMPLISHMENT AND CAREER HIGHLIGHT: *CW*'s Eastern Region will surpass its 1994 revenue target by more than $3 million.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Not really. In sales you take one quarter at a time.

INTERESTS OUTSIDE THE OFFICE: My wife, three children and trying to stay in shape.

FANTASY JOB: To be a guard for the Boston Celtics.

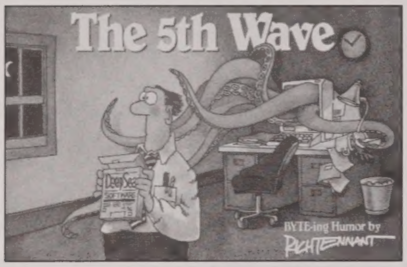
DAVE PETERSON (LRIGHT) JOINED IDG CHAIRMAN PAT MCGOVER *for dinner at the Ritz-Carlton in Boston to his anniversary with CW.*

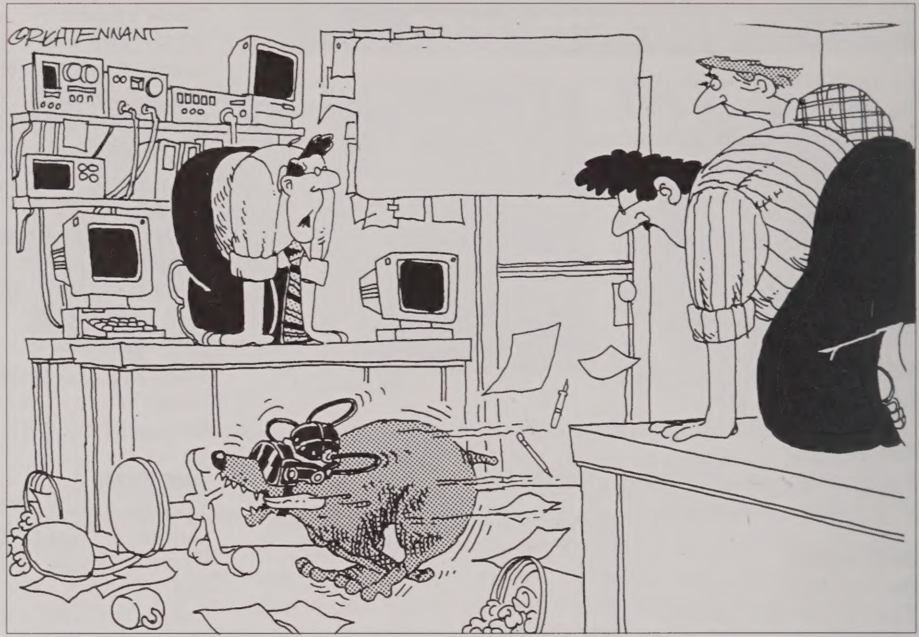
MANAGER'S PROFILE: "Dave is the ultimate sales professional. There's an old saying 'a leadership grows through hands-on team building.' David has this down to a science," said **Kevin McPherson**, *CW* publisher and vp/general manager of the print division. "It is very rare that a manager earns the respect and friendship of his direct reports and his management while leading his team to the best year in the history of *CW*."

Dave Peterson was recently promoted to associate publisher and vice president/sales for Computerworld.

OFF LINE

Is the Next Seinfeld In Our Midst?





Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, October 11. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *The 5th Wave* (see above). Honorable mention winners will receive an IDG World Update key chain or pencil sharpener. Fax your creations to 617-423-0712 or BusinessTalk box P.Smith, P.Winn or S. Noyes.

Have fun!

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and ontributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 39

September 26, 1994

PCW TEAMS UP WITH CHILD MAGAZINE FOR FAMILY COMPUTING SUPPLEMENT
PAGE 2

CHINA'S LARGEST POPULAR COMPUTING WEEKLY JOINS IDG FAMILY OF PUBLICATIONS
PAGE 4

IDG BOOKS LAUNCHES INNOVATIVE CUSTOMER SERVICE PROGRAM
PAGE 5

IDG WORLD UPDATE

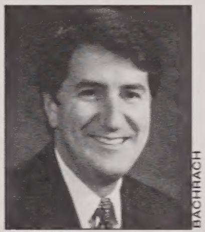
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Announces Changing of the Guards

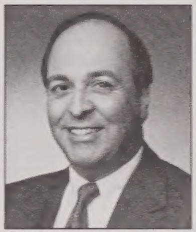
IDG will announce publicly on Sept. 27 that it has named **Kelly P. Conlin** as the company's president and **James Casella** as the company's chief operating officer, effective Oct. 1.

"This announcement, coming at the conclusion of IDG's best financial year in its 30-year history, marks the beginning of the next era of leadership for IDG, and one that I know will continue to advance IDG's position as the world's leader in providing information services on information technology," said IDG Chairman and CEO **Pat McGovern**.

Conlin and Casella replace **Walter Boyd**, who leaves both president and COO titles on Oct. 1 but will remain active in the company as a member of the Board of Directors and a member of the company's Executive Committee.


CONLIN

BACHRACH


CASELLA

"Kelly Conlin and Jim Casella will do a superb job," Boyd said. "They have demonstrated they have the intelligence and spirit to lead this company."

Casella moves into this new role from *InfoWorld*, where he was president and chief operating officer of the newsweekly. He has more than 20 years of publishing experience, beginning at book publisher Harcourt Brace Jovanovich, where he was vice president of sales and marketing. He has also been an ad director, group publisher, vice president of operations and president of Capital Cities/ABC's consumer magazine division. He has a BA cum laude from Boston College.

Conlin moves into this new role from IDG's Marketing Services Division, where he was president of the group responsible for national account sales, corporate marketing and international sales operations. He joined IDG from the The New York Times Company, where he had worked both as a journalist for the company's newspaper and in strategic planning for the company's magazine group.

Prior to that, he was the chief assignment editor for CNN in New York. He has a BA magna cum laude from Carleton College, where he was elected to Phi Beta Kappa, and an MBA from Harvard Business School.

IDG Chairman Pat McGovern added the following remarks regarding the public announcement above.

The IDG Board of Directors has spent many hours in the last year evaluating the best way to continue IDG's momentum and growth in the market. The Board has come to the conclusion that our current structure of focused business units, led by capable leaders and guided by operating boards of their peers, is the very best way to ensure IDG's future success.

The IDG Board also recognizes the important role the Executive Committee plays in selecting the most capable business unit leaders, in helping share know-how across business units, and in building a sense of global community among the IDG family of companies.

Given these conclusions, the Board was delighted that Walter Boyd has agreed to continue to assist IDG as a member of the Board and advisor to the Executive Committee. The Board was also delighted to have in Kelly Conlin and Jim Casella two people who can carry on Walter's tradition of providing assistance when necessary, advice when asked, and leadership when required to help our business units prosper. While we are finishing the best year in IDG's history, we also realize that our future success depends on maintaining IDG's core values of innovation driven by customer demand. We are confident that with the talent we have across IDG such success is assured.

PAT MCGOVERN ADDRESSES QUESTIONS RELATED TO THESE CHANGES.
•SEE PAGE 2•

Most Routines Unchanged Under New Management

IDG Chairman Pat McGovern responds to business unit presidents' questions arising from the recent management changes.

Who will the business unit presidents report to?
While the business unit heads continue to report to the Executive Committee, the role that **Walter Boyd** has played in the past — compensation review, primary "conduit" to EC discussion, confidential advice on business unit issues — will be taken on by **Jim Casella**. Over the last few months, Walter has gradually been giving Jim many of these responsibilities — your monthly commentaries, for example, have been written by Jim for the last few months — and this transition will continue over the next few months.

What is the difference in responsibilities, then, between Jim Casella and Kelly Conlin?
While Jim will focus, as Walter did, on the day-to-day operational responsibilities of the company, Kelly's focus will be directed outward, to marketing, sales, and communication responsibilities. In addition, Kelly will be instrumental, as he has been in the past, in our evaluation of new areas of innovation or investment.

Finally, Kelly will be helping me in communicating IDG's goals internally to our business units around the world. Reporting to Kelly will be the U.S. Marketing Services Division, International Marketing Services and IDG Corporate Communications. This division of responsibilities will take advantage of Jim's experience in operations and Kelly's experience in launching new initiatives.

To whom on the Executive Committee do I take my ideas for a new project?
This is an area, like many others, that really doesn't change. Marion Kibbee will continue to be the primary liaison on scheduling items for the Executive Committee agenda. In advocating your position to members of the Committee, we suspect you will do it as you have in the past, that is, depending on the type of project you may discuss it with one or all members of the Committee.

What about the financial area? Who is doing what?
Ted Bloom continues in his role as corporate controller, which he has handled so expertly over the past 27 years. **Bill Murphy** has agreed to stay on past Oct. 1 as chief financial officer until we are able to find his replacement, for which a search is under way. We are looking for a senior financial executive who will be responsible for our external financial relationships (investment community, commercial banks, etc.), financial analysis and planning and our overall financial strategy and systems.

What will happen to the Management Committee?
The Management Committee was created by the IDG Board of Directors as a task force to develop recommendations related to the management transition at IDG. Now that the work of the committee is done, the committee dissolves, with the result that there is a single committee — The IDG Executive Committee — responsible for company decisions.

Will there be other announcements? What else is expected to change?
There is always room for improvement. In fact, the Corporate Support Center has just begun a series of initiatives in response to the business unit president survey on how we could improve our services to you.

That said, the selection of people who know and understand IDG's culture sends an important signal that we take very seriously the importance of an organizational style built on "the networked corporation" and will not be making any decisions or changes that disrupt that style.

PC World With *Child*

SMART COMPUTING
for Kids
SUPER SOFTWARE
COMPUTER DO'S & DON'TS FOR ALL AGES

In a collaboration designed to stake a claim in the fast-growing family technology market, *PC World* has teamed up with *Child*, a leading magazine for parents, to produce a supplement that aims to demystify the technology and explore the use of computers for learning and entertainment.

"Smart Computing for Kids" was co-edited and -designed by the staffs of *PC World* and *Child* and appears in all back-to-school issues of *Child* and newsstand editions of *PC World* for a total circulation of more than 935,000.

> *"This is a true win-win for PC World's and Child's readers and their families."*
>
> **-Rich Marino**

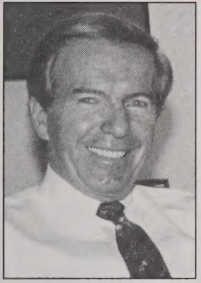
Along with their counterparts at *Child*, *PC World* Editor **Cathryn Baskin** and Senior Editor **Roberta Furger** were responsible for the editorial content of "Smart Computing."

"This project is a true win-win for *PC World*'s and *Child*'s readers and their families, as well as a major opportunity for advertisers," noted **Rich Marino**, president/publisher and COO of *PC World*.

"The audiences of both magazines have established their buying power and their interest in technology to enhance the family learning experience. In addition, it represents a synergistic alliance between two of the most influential publishers in the world today."

Child is published in New York City by Gruner and Jahr.

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q As we come to the close of FY94, IDG is on track for a record-setting year in terms of revenues and profits. Is this a fluke? Is it the crest of a wave? Did you anticipate this level of profitability last fall? Are we likely to see a similarly strong FY95?

A We are now anticipating a profit before taxes which will be 48% over budget on revenues which are 6% above plan. Several good things happened this year. The strong economy in the U.S. produced outstanding results at several publishing units. Along with that, the overall improvement in many European economies, combined with a strong performance by several publishing operations, resulted in a dramatic improvement in profitability outside the U.S.

The plan for FY95 calls for a 13% increase in revenues and a 27% improvement in profit before taxes, so one could hardly categorize FY94 as the crest of a wave. I would like to think of it as the beginning! In FY95 we see continuing improvement in the U.S. economy as well as further strengthening in the major European economies.

Virtually all successful companies at some stage go through an earnings breakout which more or less reflects the cumulative effect of many investments made in products and people over an extended period of time. IDG has been in an earnings breakout for two consecutive years, and the momentum is continuing on into FY95.

Why do the financial people place so much emphasis on the quarterly breakdown of the fiscal year budget?

There are several very good reasons. We review the breakdown by quarter of the full-year plan against historical results of the three preceding years for all of the business units. For the majority of IDG business units, historical patterns repeat themselves, moreover, we have found that using the "hockey stick" approach whereby the bulk of the profits fall into the second half of the fiscal year is fraught with danger. Too often the expenses buildup takes place in the first half followed by a revenue shortfall in the second half.

Even though IDG is privately held, I should note that use of historical patterns is a given in a publicly held company. With year over year quarterly comparisons determining the market value of a company, there is little room for going against historical trends.

How do IDG's annual publishing profits compare to those of our competitors?

Ziff and CMP are privately held, so lack of financial information makes any comparisons difficult. Cahners, part of Reed/Elsevier, and McGraw-Hill are publicly held, but their publishing operations are buried in the bowels of their annual reports. We do know from shared data provided by various trade organizations, as well as other publicly available information, that our established publications are at the head of their class in overall profitability.

What factors do you consider to keep IDG finances on target?

A good deal of monitoring is done in the monthly financial review meetings. For all IDG properties, we review the commentaries supplied by the business unit managers, the current month's profit and loss results against plan and the previous year, projections for the next 30-60-90 days, and full fiscal year projections. In order to focus on problem areas, we have a monthly update of "watch areas," those situations which require close monitoring or action steps.

We review the monthly balance sheet, the overall measure of a company's financial health at any point in time. I happen to be from the old school that teaches a clean balance sheet — which means we don't have a lot of goodwill or other intangible assets. It also means a rapid write-off of goodwill over a relatively short period of time (say five to 10 years) as compared with public companies utilizing 20- to 30-year write-offs. Also, we do not defer expenses, meaning all expenses are taken as incurred.

To measure up against comparable publicly held companies, there are a number of financial ratios we use to measure our overall financial health on an ongoing basis. All of the above provides us with a monthly "reality check" on IDG's financial performance.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, COO Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Kelly Conlin** ☐ **Jim Casella** ☐ **Bill Murphy**

China's Largest Popular Computing Publication Joins IDG

PAT MCGOVERN AND EDITOR-IN-CHIEF CHENG ZONG ZHOU *sign a letter of agreement as IDG Asia Support Center Director Hugo Hsiung (left) and a Popular Computer Week employee look on.*

IDG has announced that it has reached an agreement with the Chongqing Science and Technology Association, publisher of *Popular Computer Week*, to form a joint venture company to publish the weekly newspaper and launch additional publication projects in the future.

Popular Computer Week is the largest popular computing publication in China with a paid circulation of 170,000. It was established in 1992 and has become one of the country's fastest-growing publications. The tabloid newspaper is read by computer users in offices, factories, and schools throughout China. Its paid circulation is projected to reach 400,000 copies by the end of next year.

According to IDG Chairman **Pat McGovern**, China is now the fastest-growing major market in the world for personal computers. Computer users in China will buy 500,000 units this year, a 40% growth over 1993. "Our research shows that China's PC market will increase an average of 30% per year over the next five years," McGovern said. "Imported models accounted for 60% of China's PC sales, representing an excellent opportunity for leading PC suppliers wishing to import PCs to China."

The Chongqing Science and Technology Association is located in Sichuan Province in central China. Sichuan Province has the largest concentration of major electronics and computer enterprises in the country.

Approximately 400,000 people work in science and technology enterprises in Chongqing. Some 120 firms are members of the Chongqing Science and Technology Association, which acts like an industry association. There are an additional 200 research centers and university science and technology departments in the region, along with 100 consulting firms.

The Chongqing Science and Technology Association is located at 236 Renmin Road, Chongqing, People's Republic of China, 630015. The telephone number is +86-811-386-3737. The fax number is +86-811-385-7038.

IDG CHINA HOLDING COMPANY TO BE FORMED

IDG is in the process of registering the name IDG China, Ltd., which will serve as a holding company and encompass all of IDG's publishing, exposition, research and IMS divisions in the PRC.

These companies — a combination of wholly owned divisions, joint venture partners and licensees — collectively employ more than 350 employees and produce 12 computer, electronics and communications trade shows.

Pat McGovern, IDG Spain Win Chips of Gold

IDG Communications Spain recently won three awards from the radio program "Bienvenido Mr. Chip" (Welcome Mr. Chip), which airs on one of Spain's largest broadcast stations, Onda Cero Radio.

The "Chips de Oro" (Golden Chips) are given to people and companies that work to popularize information technologies in Spain. The awards went to IDG Chairman **Pat McGovern** ("the builder of the largest publishing company about IT in the world"); *PC World España* for its book *Curso Basico de Informática Personal* (Basic Guide to Personal Computing); and *ComputerWorld España* ("the No. 1 IT weekly in Spain").

Microsoft, Epson and Corel were among the other companies receiving awards, but IDG Communications Spain was the only IT publishing company honored.

The awards ceremony took place in Barcelona during the Informat IT trade show. **Francisco Zabala**, IDG Spain vice president/general manager, accepted the award for Pat McGovern. **Juan Manuel Báez**, publisher of all IDG Spain publications, collected the *PC World* prize while *ComputerWorld España* Editor-in-Chief **Carlos de la Iglesia** accepted the prize for the company's weekly.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

IDG WORLD UPDATE's

Local Loop

FOR SALE

- **1993 Mazda Miata.** Low miles, excellent condition. Black top, air conditioning, AM/FM cassette. $13,750 firm.
- Becca Patton, Infotainment World (415-286-2551)

- **1981 Toyota Corolla.** Four-door sedan, white exterior, blue interior, 144,000 miles. Well cared for. $1,500.
- Kim Clark, IDG Books (415-312-0615)

- **Cherry oval dining room table, six chairs and credenza.** Includes pads and table extension. 25 years old, fine condition. $500 or best offer.
- Marcia Blumenthal, CIO (508-935-4314)

- **Brass swing arm lamps.** Two brand new, unopened lamps. $20 for set.
- Karen Weiss, Publish (415-267-1712)

- **Original Macintosh portable computer.** 20MB hard drive. 2MB RAM. Speed is 16MZ. Running System 5. $400 or best offer.
- Toni O'Connor, Computerworld (508-820-8566)

- **Voit TRDX exercycle.** Hardly used, I guarantee. Extra seat. $100.
- Bill Laberis, Computerworld (508-620-7728)

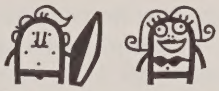
- **Personalized children's books.** Charming story books, custom printed for your child. Your son or daughter and their friends are the characters in each story. $9.95 for *Beauty and the Beast*, *Little Mermaid*, *Mother Goose*, *The Story of Christmas*, *My Book of Prayers* and *Baseball's Unsung Hero*. $11.95 for *On Location with Barbie* and a book featuring Hulk Hogan.
- Mark Hanson, IDC (508-935-4573)

- **Macintosh SE (superdrive).** Extended keyboard. mouse, dust covers and carrying case. No hard drive. $350.
- **HP Deskwriter printer with AppleTalk.** Brand new — only used five times and kept covered. $150. Both for $400.
-Liz McPherson, IDC (508-935-4381)

FOR RENT

- **Vacation rental in White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the fall and winter.
- Madeleine Spencer, IDC (508-935-4390)

WANTED



- **Maui travel tips.** I'm traveling to Maui in December and looking for a place to stay or someone who has a house to rent. Got any leads? Please call.
-Kim Clark, IDG Books (415-312-0615)

WANTED TO RENT

- **One-bedroom or large two-room studio** in Watertown/ Newton/Waltham, Mass., area. Access to outdoors via porch or yard important. Looking to move anytime soon.
- Carol Hildebrand, CIO (508-935-4733)

WANTED TO BUY

- **Peter Jackson's video *Dead Alive*.** Must include original cover box.
- Richard Popko, IDG Office Services (415-978-3372)

- **Audrey Hepburn memorabilia**. Any pictures or photographs from magazines etc. Any other kinds of items wanted as well.
- Jim Barattolo, IPS (617-423-9030)

BIRTHS

- **James Francis Kearins** was born to Mark and Connie Kearins (Computerworld, Inc.) on Aug. 9th. James weighed 9 lbs., 12 oz., and the word is that he's adorable!

- **Natasha Renée Mikulich** was born to Nancy and Marc Mikulich (IDG Books Worldwide) on Aug. 21. She weighed 7 lbs., 13oz., and was 19 inches long.

- **Ryan John St. Martin** was born to John (IDG) and Karen St. Martin on Aug. 20. He weighed 8 lbs., 5 oz., and was 20 inches long. Big sister Jocelyn is thrilled to have a baby brother.

- **Zachary William Acquafresca** was born to Marsha (IMS) and Henry Acquafresca on Sept. 10. Zachary joins big brother Jamie at home.

- **Elliot Arthur Dix** was born to Lori (Computerworld) and John (Network World) Dix on July 31. He weighed 8 lbs., 8 oz., and was 21 1/2 inches long.

• CONTINUED ON REVERSE •

Turn the page for a coupon to use for sending in your own ads!

AIDS WALK RAFFLE

A two-night stay at a luxurious oceanside California spa could be yours for just five dollars!

In order to raise even more money for AIDS causes, *PC World* Senior Production Manager Nadia Maudsley is raffling off the prize she earned for being the top AIDS Walk fundraiser among IDG's West Coast business units.

Up for grabs is a two-night stay for two people, valued at $785, at the Highlands Inn Resort & Spa just south of Carmel, Calif. Accommodations are in the spa suite, complete with ocean view, private terrace, kitchen, living room and wet bar. The gift certificate can be used any Sunday through Thursday (excluding holidays) and must be used before June 30, 1995. Meals are not included.

Raffle tickets at $5.00 each may be purchased from the following employees:

Melissa Riofrio, PC World (415-974-7374)
Shelly Ginenthal, Macworld (415-978-3203)
David Zink, Integrated Media 415-267-1703
Rob Rubright, IDG Books (415-312-0636)
Laurie Durlester, InfoWorld (415-312-0594)
Nadia Maudsley, PC World (415-978-3310)

Employees from other offices who would like to buy tickets may send checks to Nadia at PC World, 501 Second Street, San Francisco, CA 94107. Checks should be made payable to "AIDS Walk San Francisco."

The drawing for the lucky ticket will be held Oct. 7.

For more information, contact Nadia Maudsley.

IDG WORLD UPDATE's *Local Loop*

The *Local Loop* is inserted monthly in *IDG World Update* and circulated to all U.S. business units. If you have items for sale or rent, items you would like to buy or services to offer or services needed, fill out the coupon below.

Ads should include the following information:

- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth announcements may also be submitted.

Information should be sent directly to the editors of the *IDG World Update* via interoffice mail, fax: 617-423-0712 or mailed to:

IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

Any questions? Call 617-423-9030.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by Oct. 18 in order for them to appear in the Oct. 24 issue!

IDG Job Opportunities Update
Monday September 26, 1994

P/T RESEARCH INTERN (IDG RESEARCH SERVICES)
The individual in this position will be responsible for processing database reports, distributing research materials and general clerical duties. Candidate should be Mac literate with excellent organizational skills. College sophomore/junior preferred. (afternoon hours)

SALES ASSISTANT (CIO)
The individual in this position will provide support to the New England Sales Director. Responsibilities will include clerical support, database maintenance, in-house mailings, phone coverage, and other duties as required. Must be client and service oriented. Macintosh skills including Word, Filemaker Pro, and PageMaker preferred. 4-5 years experience required.

ADMINISTRATIVE ASSISTANT (IDC)
The candidate in this position will be responsible for database administration, conference registration, clerical support and mailings. Must be proficient in Macintosh applications including MS Work, Filemaker Pro, PageMaker, Excel, and QuarkXPress. Strong communication skills required.

ASSOCIATE EDITOR - GRAY SHEET (IDC)
Individual will be responsible for researching, writing and coordinating the publication of IDC's semimonthly newsletter, The Gray Sheet. Duties will include taking story ideas from outline to finished product. Excellent communication skills are necessary. Individual must be able to work independently and possess a thorough understanding of the IT industry. Will occasionally be responsible for editing research from foreign countries.

RESEARCH ANALYST (IDC)
The successful candidate will research UNIX and AOE Server OS markets and be responsible for major market reports. In depth knowledge of UNIX, Netware and NT required. Quantitative research skills are essential. BS/BA or the equivalent plus technology experience preferred.

SENIOR ANALYST (IDC)
Ideal candidate will research the UNIX & AOE Middleware & Tools markets and be responsible for major market reports. Must have in-depth knowledge of Middleware and development tools on UNIX, NT, and Netware. BS/BA or the equivalent necessary. Quantitative and technology experience necessary.

VP/GENERAL MANAGER , ELECTRONIC MEDIA (CWI)
The individual in this position will be responsible for the launch and management of new ventures in on-line and electronic media, including licensing of content and creation of new services. Candidate should have a successful track-record in the management of start-ups and new ventures in the media, news, or computer publishing fields. Sales and marketing experience plus in-depth knowledge of the computer and communications industry preferred.

COPY EDITOR (IW)
Candidate will edit copy for grammar, spelling and style, write headlines, captions and pull quotes. A degree in English or Journalism plus 1 year of hands-on experience preferred. Interest in editing technical copy a plus.

SALES REPRESENTATIVE - NEW ENGLAND (IW)
The ideal candidate will be responsible for prospecting and maintaining advertising space for the New England territory. 3-5 years outside ad sales experience required. Thorough knowledge of the computer industry is necessary.

ADMINISTRATIVE ASSISTANT (IW)
This position provides general administrative support to the Reviews & Testing Department. Responsibilities include word processing, phone coverage, and general clerical duties. Strong communication and organizational skills necessary. PC literacy a must. Knowledge of MS Word and Quattro Pro preferred.

ASSOCIATE EDITOR, TEXT & DESKTOP PUBLISHING (IW)
Candidate must have at least 2 years employment as an editor for a computer or related technical publication. Strong technical editing and project management skills required. Individual should have experience with business word processing and desktop publishing applications. Must be able to meet weekly deadlines.

TECHNICAL ANALYST, COMMUNICATIONS & SPREADSHEETS (IW)
Candidate must have at least 2 years experience as a computer technician, integrator, or support person. Experience with either PC-based communications software or spreadsheets required. Must have strong problem-solving skills and be able to produce clear, detailed written reports of test results. Individual must be able to meet deadlines and work daily with editors and test developers to complete product evaluations. Experience with networks a plus.

TECHNICAL ANALYST, MULTIMEDIA & GRAPHICS (IW)
Candidate must have 2 years employment as a personal computer technical, integrator, or support person. Experience with either PC or Mac based multimedia and graphics software required. Individual must have strong problem-solving skills and be able to produce clear, detailed written reports of test results. Must be able to meet deadlines and work with editors and test developers to complete product evaluations.

REPORTERS / SENIOR WRITERS (IW))
InfoWorld is looking for energetic, aggressive reporters to cover the hardware, software and networking technologies. A minimum of 2 years reporting experience covering the PC industry is required. (6 positions available)

NEWS EDITOR (IW)
The successful candidate will manage the day-to-day operations of a 24-person news operations. Duties include directing and shaping the weekly breaking news coverage, conducting news meetings, and coordinating the efforts of three "section" editors in putting together the newspaper. A minimum of 2 years news management experience required. Responsibilities also include assisting with the editing, art and production process.

CREDIT & COLLECTIONS MANAGER (IDG/B)
The individual in this position will ensure that customer accounts are current, will resolve account discrepancies, set customer limits and inform sales reps of customer account status and credit limits. Candidate will be responsible for supervising A/R credit and collections accounts to ensure invoices are accurate and processed correctly. 5 years experienced required.

EDITORIAL EXECUTIVE ASSISTANT (IDG/B)
Individual will provide administrative support for the Publishing Director and Editorial Director and provide backup support to the Brand Manager. Candidate will act as liaison with authors and freelancers, maintain files, arrange meetings and travel itineraries, prepare presentations and manage schedules for the management team. Organizational skills essential. Must be PC literate.(2 positions available)

CIRCULATION MANAGER - (PCW/LOTUS)
The Circulation Manager will be responsible for the management of all aspects of circulation at Lotus Publishing. Responsibilities will include, budgeting, billing and renewals, data management, and effective planning and execution of procedures that insure fulfillment of all obligations to customers and vendors. 5 years circulation experience required.

CIRCULATION DIRECTOR - MULTIMEDIA WORLD (PCW)
Individual in this position will be responsible for the rate base, circulation P & L for subscriptions and newsstand, and list rental. Candidate will handle all circulation promotion activities including card-in-box, trade show, direct mail, renewals, and print order. A minimum of 5 years in paid circulation management, preferably in high-tech publishing preferred.

ADMINISTRATIVE ASSISTANT (PCW)
Ideal candidate will provide support to the Senior Account Manager in all administrative facets of advertising sales. Individual must he highly organized and detail oriented. Excellent communication skills are necessary. Knowledge of Word and Excel for Windows is necessary.

ASSISTANT TO THE ASSOCIATE PUBLISHER - MULTIMEDIA WORLD (PCW)
The individual in this position will provide support in preparing ad sales material, meeting preparations, financial reports and budgeting,, and special projects as needed. Excellent organizational and communication skills required. Experience in Word, Excel and Filemaker for Windows essential.

ASSISTANT TO THE PRESIDENT & COO (MACWORLD)
Successful candidate will ensure the smooth functioning of the Office of the President, as well as facilitate and expedite both the incoming and outgoing communications. Excellent organizational skills essential. Knowledge of the publishing industry preferred. 3-5 years experience required.

OPERATIONS ASSISTANT / BOOKS DIVISION (IFTW)
Responsibilities in this position include order entry and fulfillment, and logistics planning and execution. Individual will also provide general administrative support. Excellent communications skills are necessary. Knowledge of word processing and spreadsheets essential.

EDITORIAL ASSISTANT / BOOKS DIVISION (IFTW)
Ideal candidate will coordinate the flow of editorial material and art on all products, enforce deadlines and track vendors. Working knowledge of desktop publishing essential. Excellent communication and time management skills are necessary. Experienced copy editor with proven editing and proofreading skills preferred. Knowledge of the video-gaming industry a plus.

COPY EDITOR / ELECTRONIC ENTERTAINMENT (IFTW)
The individual in this position will be responsible for copy editing, proofreading, copy fitting and tracking articles through production. Candidate will assist in determining house style and work with editors and designers to ensure clarity and accuracy. Proficiency in word processing and QuarkXPress on the Mac desired. A minimum of 4 years experience in magazine copy editing and production required.

IDG Job Opportunities Update

September 26, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Financial Systems Support	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)8208162
IDG	Programmer Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
IDG / NC	PC Experts/Techical Writers (4)	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IMS	Sales Assistant	Sausalito, CA	L. Christofferson	(415)331-7571
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Marketing Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Billing Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor, Gray Sheet	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Comm. Group	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Sales Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Writer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Notes - Elec. Desktop Publishing Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Survey Research Analyst, International	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
LINK	Senior Research Analyst, BIS	New York	D. Bernardi	(508)935-4361
LINK	Primary Research Analyst	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
FCW	Sales Representative	D.C. & Northern Virginia	K. Fantoni	(508)935-4531
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Editor of Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	Systems Administrator	Framingham, MA	T. O'Connor	(508)820-8566
CWI	P/T Receptionist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Telemarketing Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Copy Editor	San Mateo, CA.	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

September 26, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Comm. & Spreadsheet	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (6)	San Mateo, CA	L. Schmid	(415)312-0669
IW	News Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor, Test Drives	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Hardware Team	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Compositor / Designer	Braintree, MA	B. Roberts	(617)849-0800
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	VP, Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (4)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW	Administrative Assistant	Atlanta, GA	J. Sutter	(404)394-0758
PCW	Circulation Director	Multimedia World, San Francisco,CA	H. Martin Maier	(415)978-3302
PCW/Lotus	Circulation Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director of Marketing	Multimedia World, San Francisco,CA	G. Mason	(415)978-3270
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Assistant Designer / Infographics	San Francisco, CA	R. Kanes	(415)978-3333
PCW	Office Services Coordinator	San Francisco, CA	J. Fuchs	(415)978-3355
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Asst. to President and COO	San Francisco, CA	M. Chow	(415)978-3272
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Finance	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
MAC	Director of National Accounts	San Francisco, CA	S. Dolan	(415)978-3159
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Opoerations Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editorial Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Copy Editor / Electronic Ent.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Administrative Assistant / Books Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Specialist	San Mateo, CA	D. Vernon	(415)286-2505
IFTW	Electronic Media Publishing Specialist	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-In-Chief	Electronic Ent. San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

IDG Books Program Offers Old-fashioned Service

ROB RUBRIGHT

THE TEAM OF IDG BOOKS MERCHANDISERS INCLUDES (BACK ROW L-R:) JANET DE *Leon, Aaron Anderson, Leslie Johnson. (Front Row L-R:) Cecilia Hernandez, Kathie McLaughlin, Joy Hibser.*

IDG Books Worldwide has come to be synonymous with the best computer and business know-how books in the industry. As such, it has fulfilled the first half of its mission statement: to deliver innovative and timely information that exceeds customers' expectations. In June of this year, IDG Books established an innovative program aimed at the second part of its mission: to provide superior customer service to all of its accounts.

Headed up by Manager of Store Programs **Saundra Fitzgerald**, the IDG Books Merchandising Program trains and maintains a team of specialized personnel to provide quality customer service to retailers on an ongoing basis. "This program is a return to old-fashioned service," Fitzgerald said.

While account managers are frequently unable to visit retail stores more than once every eight to 12 weeks, merchandisers visit accounts two to three times during that period helping to maintain retailer relationships while account managers are out in the field.

Merchandisers assist retailers with IDG Books promotions and displays, monitor sales activity and inventory, reorder out-of-stock IDG Books titles, offer special discounts and coordinate author signings. There is no charge for these services, and the amount of time a merchandiser spends at each store depends upon the specific requirements of that account. "We really care about the success of each of our accounts," Fitzgerald said. "We want to make each one feel like a star."

The program currently encompasses IDG Books' accounts in Northern California, and plans for expanding the program are under way.

By mid-November, 10 to 15 additional merchandisers will be hired to service the Southern California and Southwest regions, and five merchandisers responsible for the Northeast territory are expected to sign on by Dec. 1. All merchandisers spend between 15 and 25 hours per week on the road.

The program represents a new concept in the IT book publishing industry, and IDG Books is already seeing results. In test market cases, retail accounts have increased sales by 33% over a six-month period. The Merchandising Program was recently awarded all 30 classic Crown and Supercrown stores in the Bay Area.

Fitzgerald believes that the program's greatest asset is in growing and strengthening customer loyalty. "We want to earn the right to call our retailer a customer," Fitzgerald said.

CALENDAR

IDC EUROPEAN IT FORUM
October 3-5
Rome, Italy

CD-ROM EXPO/BOSTON
October 5-7
Boston, Mass.

IDC EUROPEAN STORAGE SYMPOSIUM
October 13
Arabella Airport Hotel
Munich, Germany

MANAGEMENT PUBLISHING INSTITUTE
October 17-19
Half Moon Bay Lodge
Half Moon Bay, Calif.

MACWORLD EXPO/TORONTO
October 18-20
Toronto, Canada

IT EXPO/FALL
October 18-20
Oslo, Norway

IDC FALL SALES MEETING AND GLOBAL ACCOUNTS MEETING
October 18-21
Cambridge, Mass.

COMPUMUNDO
October 18-21
Mexico City, Mexico

INVEX COMPUTER '94
October 18-22
Brno, Czech Republic

CIO PERSPECTIVES CONFERENCE "IT ECONOMICS: BUSINESS VALUE & PROFIT MAXIMIZATION:
October 23-26
Westin La Paloma
Tucson, Ariz.

ONLINE FUNCTION MEETING
Oct. 30-Nov. 1
Omni Parker House
Boston, Mass.

OBJECT WORLD/TOKYO
November 1-2
Tokyo, Japan

NOTEWORTHY

DREISINGER

Malka Dreisinger is the international relations coordinator for People & Computers, IDG's Israeli affiliate. Malka comes to People & Computers from the Ministry of Education and Culture where she was a translator. In her new position, Malka will organize conferences and seminars featuring speakers from abroad; work with IDG World Expo to increase Israeli participation in expositions and foreign participation in Israeli expos; and increase exposure of Israeli companies in international markets. She will also write the international page (in English) and the Events column of *Computerworld Israel.* She is currently completing an MLS in IS from The Hebrew University and has a BA in anthropology and English Literature from Queens College, C.U.N.Y.

EMS welcomes a pair of new employees. **Steve Karash** is senior content development specialist. Steve was a senior development analyst at Ziff's Information Access before joining EMS. Outside the office he enjoys rollerblading, biking, computing and exploring California.

Patricia Coughlin is a graphics specialist. As senior technical illustrator and publications manager for classified government publications, Patricia was also involved in marketing activities. She will be responsible for acquiring, archiving and translating graphic input into online format. She received a BA in fine arts/graphic design from Montana State University and counts painting, writing, hiking and designing clothes among her many outside interests.

IDG WORLD UPDATE

O'KEEFE

Candace O'Keefe has signed on as a marketing database editor, editing survey responses for the Computerworld Database Division. Candace recently graduated from the University of New Hampshire where she received a BS in business administration with a concentration in marketing. In her spare time Candace likes to ski and read.

IDG WORLD UPDATE

KING

Another marketing database editor, **Julie King** has a BS in marketing from Franklin Pierce College and most recently worked as a sales associate for Seasonal Specialty Stores. Outside the office Julie enjoys skiing and tennis.

IDG Books Worldwide in Indianapolis continues growing with the addition of two new staff members. **Jim Grey**, previously technical writer for Applied Computing Devices, Inc., has joined IDG Books as a project editor. Jim earned a BS in mathematics from Rose Hulman Institute of Technology in Terre Haute, Ind., where he minored in German technical translation and sociology. Jim was a part-time disk jockey for nearly a decade in Terre Haute and hopes to get involved in radio in Indianapolis.

A graduate of Purdue University with a BA in visual communication design, **Linda Boyer** is a page layout technician. Linda is very involved in church activities, enjoys spending time with friends, seeing movies, reading and traveling.

Jim Welp joins the *PC World* Newsletter Division as editorial director. Jim, who will manage the editorial content of software-specific newsletters, was managing editor for the Cobb Group at Ziff-Davis. He has a BA in business administration and English from Bellarmine College and spends most of his free time hanging out with his kids.

CIO's Grand Slam Anniversary Event Is a Smash

CIO Communications celebrated its seventh anniversary in grand style at the U.S. Open Tennis Championships in Flushing Meadows, N.Y. To honor the seven-year milestone, *CIO* clients were invited to spend a day at the U.S. Open where they relaxed in a private hospitality tent, enjoyed a full-course lunch and watched matches from the stands.

As an added bonus, guests received visors, water bottles, t-shirts, tennis balls and racquet covers emblazoned with the *CIO* logo.

The highlight of the gathering was watching Steffi Graf, Michael Chang and Mary Pierce practice on the courts adjacent to the *CIO* hospitality tent. Michael Chang's father even asked Eastern Regional Sales Director **Frank Genovese** for a *CIO* visor to wear while retrieving balls during Michael's serving practice.

Recognizing that this was mainly an East Coast event, *CIO* stirred up some excitement west of the Mississippi by promoting a seventh anniversary "Grand Slam Sweepstakes." Clients received a package containing a brochure about the Sept. 1 anniversary issue, a tennis visor and a sweepstakes entry card. The winner was flown to the U.S. Open and six runners-up received Wilson Classic tennis racquets.

ANDREA WOLFF

SENIOR VICE PRESIDENT/SALES MIKE *Masters (top) and Mid-Atlantic District Manager* ***Eileen Trapp*** *join one of the many CIO clients in the stands at the National Tennis Center.*

Marcy Dill *contributed this story and extended a special thanks to the CIO New Jersey staff who organized the event.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Nora Hörmann - IDG Germany

SIXTEEN YEARS
Helga Biesel - IDG Germany

FOURTEEN YEARS
Steve Woit - Computerworld
Maria del Carmen Doehler - IDG Germany

THIRTEEN YEARS
Karin Giffhorn - IDG Germany

TWELVE YEARS
David Brown - IDC

ELEVEN YEARS
Carrie Thomas - Lotus/PC World
Karl Koessel - PC World
Suresh Rajon - IDG France

TEN YEARS
Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany
Juan Marquez - IDG Spain

NINE YEARS
Heiderose Witte - IDG Germany

EIGHT YEARS
Kate Ulrich - Macworld
Susan Thaxter - Computerworld
Elizabeth Philips - Computerworld
Joanne Hoffman - Macworld
Michael O'Neil - IDC Canada
Sui-Lan Vignal - IDG France
Cheryl Podda - IDG Australia

SEVEN YEARS
Lauren Black - Macworld
Lisa Jaillet - TechMedia Publishing
Rune Antonsen - IDG Norway
Pascal Gautier - IDG France
Adriana Amedel - IDG Italy

SIX YEARS
László Guttray - IDG Hungary
Stacey Simmons - LINK
Silvia Petrella - IDG Italy

FIVE YEARS
John St. Martin - IDG
Martin Wallström - IDG Sweden
Christoph Witte - IDG Germany
Ramazan Taskin - IDG Turkey
Peter Worlock - Macworld U.K.
Mario Toffoletti - IDG Italy

FOUR YEARS
Lennart Ekner - IDG Sweden
Sara Sjöberg - IDG Sweden
Don Tennant - IDG Hong Kong
Katalin László - IDG Hungary
Michael Sullivan - Advanced Systems
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Doris Schulz - IDG Germany
Christelle Bertrand - IDG France
Agnès Chardavoine - IDG France
Stefano Piazza - IDG Italy
Tomoko Iwama - IDG Japan
Andreas Fischer - IDG Switzerland
Esther Engelmann - IDG Switzerland
Daniele Waldburger - IDG Switzerland

THREE YEARS
Paul Molenaar - IDG Netherlands
Carel Schrama - IDG Netherlands
Robert van de Veldt - IDG Netherlands
Leendert van Wezel - IDG Netherlands
Pauline Wortel - IDG Netherlands
Simona Cattaneo - IDG Italy
Csaba Mészáros - IDG Hungary
Lukács Vértes - IDG Hungary
Britt Kardel Hetting - IDG Denmark
Elizabeth Cooper - Computerworld
Linda Devine - IDC
Kane Scarlett - Advanced Systems
Fran Fox - Infotainment World
Jeannine Harvey - Infotainment World
Alberto Ramos - IDG Mexico
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Birgit Seifert - IDG Germany
Stefan Ueberhorst - IDG Germany
Jean-Pierre Antonio - IDG France
Pascal Boiron - IDG France
Domingos Rodriguez - IDG France
Sean MacGovern - IDC France
Hugh Gibbs - IDC U.K.
Özlem Özkan - IDG Turkey
Barry Sanders - IDG Australia

TWO YEARS
Dick Schievels - IDG Netherlands
Jeanette Verstappen - IDG Netherlands
Barry Green - Advanced Systems
Deidre Dugan - Macworld
Johan den Hartog - IDG Netherlands
Carey Azzara - IDC
A. Freeman Bradley - IDC
Linette Vollaro - Publish
Sasha Alexander - InfoWorld
Lotta Kempe - IDG Sweden
Mikael Regnström - IDG Sweden
Jürgen Hill - IDG Germany
Tatjana Kuntze - IDG Germany
Walter Mehl - IDG Germany
Iris Müller - IDG Germany
Matthias Zimmermann - IDG Germany
Ruth Eilertsen - IDG Norway
Ahlert Hysing - IDG Norway
Henrik Ulrichsen - IDG Norway
Oscar Gonzalez - IDG Spain
Zlya Bahtlyar - IDG Turkey
Richard Mergler - IDG Australia
Rosalinda Polato - IDG Italy

ONE YEAR
Yasmin Nurmohamed - IDG Netherlands
Angelique Sanchez - IDG Netherlands
Tom van Tol - IDG Netherlands
Sofia Ekvall - IDG Sweden
Jesper Cloos - IDG Denmark
Thomas Hjort - IDG Denmark
David Weldon - Computerworld
Carol Lasker - Network World
Chris Jarmul - Multimedia World
Christine Gaines - IDG Books
Bertil Myhr - IDG Sweden
Edith Höllersberger - IDG Germany
Birgit Lachmann - IDG Germany
Michael Freter - IDG Germany
Gunnar Astrup - IDG Norway
Ana Mª Llorente - IDG Spain
Suzanne Alcock - IDC U.K.
Pradip Somaia - IDC U.K.

PEOPLE AND COMPUTERS HAS MOVED

Mailing Address:
P.O. Box 11616
Tel Aviv 6116
Israel

Street Address:
Yad Harutzim Street #13

Tel: +972-3-638-5858
Fax: +972-3-688-9207 or
+972-3-688-9198

CELEBRATING 10

Penny Winn

HOME: Dorchester, Mass.

PROFESSION: Editor, IDG *World Update*

JOINED IDG: In April 1984 as a copy editor at *Computerworld.*

JOINED IDG BECAUSE: They offered me the job!

MOST CHALLENGING PART OF YOUR JOB: Trying to make *World Update* useful, interesting and inclusive for employees around the world.

BEST PART OF YOUR JOB: Working with such a variety of people while having the opportunity to learn a little about all of IDG.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Read it!

LATEST ACCOMPLISHMENT: The birth of my third child, Matthew, in June.

INTERESTS OUTSIDE THE OFFICE: With three kids under the age of five, two dogs and a brand-new house-to-be, my major outside interest is sleep. But I used to love photography, travel, horseback riding, cooking, reading and hanging out at the beach.

FANTASY JOB: Lead safaris in the African bush.

IDG CHAIRMAN PAT MCGOVERN ESCORTED PENNY WINN *(and Matthew) to dinner at the Ritz-Carlton in celebration of her tenth anniversary with IDG last spring.*

DREAM DESTINATION: Australia, New Zealand and Fiji.

MOST REWARDING THING YOU'VE EVER DONE: Have children. Followed closely by the two years I spent teaching English as a Peace Corps volunteer in Botswana.

MANAGER'S PROFILE: "Penny's 10 years of knowledge about IDG people and events is invaluable. Combine it with her editorial skills and can-do attitude, and you could not find a better person for an endlessly challenging project like *IDG World Update.*"
- ***David Hill**, president, International Publishing Services*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 40

• SPECIAL ISSUE •

October 3, 1994

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Ancillary Products Play Growing Role in Business Units' Bottom Lines

Ten years ago, ancillary revenue rarely appeared on a publication's bottom line. Today, alternative revenue-generating ideas are a much-relied-upon source of income for IDG publications around the globe. Ancillary revenue — anything other than advertising and circulation — was 9% of IDG Communications' worldwide total revenue in FY91, and it grew to 13% in FY93. Figures for FY94 are now being compiled, and preliminary indications are that ancillary revenue will continue to grow.

Endeavors such as reprints, seminars, shows, CD-ROMs, fax-back services and a host of others have turned — or will soon turn — into important revenue streams for many business units, bringing useful products to readers and providing advertisers with new opportunities to reach their audiences.

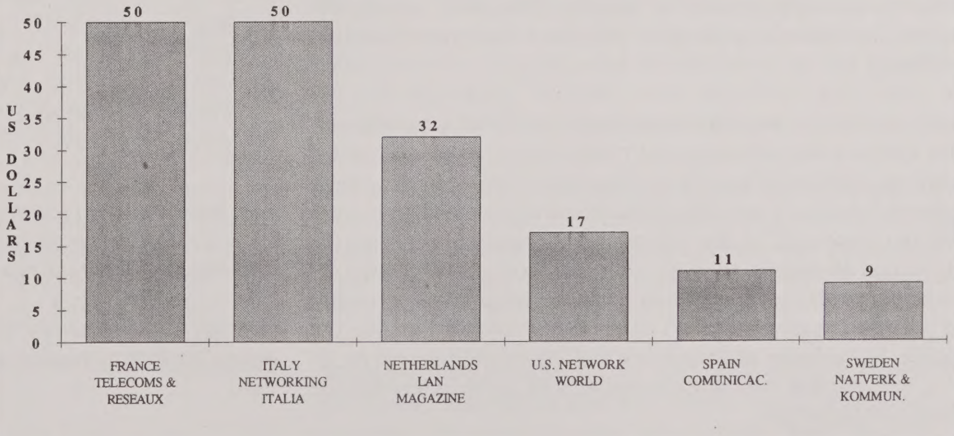
In the late 1980s, IDG began encouraging its publications to step up their development of other revenue sources to guard against a flattening of the advertising market. Generally speaking, IDG publications in smaller countries tend to derive a higher percentage of their income from alternative sources in order to minimize dependency on more volatile advertising revenues, according to IDG Executive VP/Finance **Bill Murphy**.

In this special issue, IDG *World Update* has compiled a potpourri of revenue- enerating ideas from IDG publications. Though by no means a comprehensive list, the examples offer a glimpse of the range of activities companies are involved in. Contact information is included should you wish to learn more about a specific project.

Each month IDG's Financial Planning and Analysis Group prepares a report that details the amount of non-advertising revenue being generated by IDG publications worldwide. Using year-to-date non-advertising revenues and the publication's total circulation, the group calculates a ratio indicating how much non-advertising revenue each publication is bringing in per reader.

At right is the chart for some of IDG's communications publications around the world. Charts for other product lines appear inside.

NON-ADVERTISING REVENUE PER READER
COMMUNICATIONS-SPECIFIC PUBLICATIONS
FISCAL 1994 JUNE YEAR-TO-DATE



Computer Industry Directory

1994
NEW ZEALAND
COMPUTER
INDUSTRY
DIRECTORY
COMPUTERWORLD

Idea: Each year *New Zealand Computerworld* publishes a directory of local computer companies and the products they supply. The directory is now in its third year and is a significant revenue and profit generator for *CW*. Revenue comes primarily from companies that list their products and services in the directory. Distribution is primarily to *Computerworld*'s subscribers, most of whom receive the directory free as part of their paid subscription package. In addition, we sell a few hundred copies (out of a print run of 10,000) by mail order and through limited bookshop distribution. And all companies listing in the directory receive one complimentary copy.

All staff involved with the directory work on other projects. They spend approximately six months collecting information and selling advertising. The directory team is lead by Mike Oughton. The systems for collecting and publishing the information rely heavily on computerization. The 1995 edition will also feature a disk-based version and, later in 1995, an online service to expand the range and timeliness of information available. The electronic versions will open a further revenue source and also provide an excellent foundation for our electronic publishing activities. We are also reviewing some niche opportunities for additional directories.

Challenges: The directory must be useful to buyers — that means above all it must be comprehensive. We plan the sales process carefully over several months (mostly telephone sales combined with direct mail), ensuring that all companies representing key products and services are included. The rest tend to follow if this part is done right. Our strategy is to give every company a basic listing free and then sell upgrades (such as indexing, logos, detailed company statements, etc.). We also offer display advertising. It is the "cream," but it is hard work to sell (other than prime positions) since the environment is often perceived as inappropriate for display. This year, we are expanding the editorial content to provide a better environment for display ads.

When assembling the data, make sure you develop good computer systems for collecting and publishing it, and put in place an impeccable proofing and quality control process. Finally, a successful directory must be sales driven since most of the revenue and almost all of the information content comes through this source. However, to work well and look good, the project also requires active cooperation from the editorial department, and you need to ensure that all parts of the business buy into the process. It's a large and complex task to coordinate so, as always, a first-class product champion will do wonders for the success of the project.

The bottom line: Each year, revenue and profits for the directory have increased. Because the directory is published in December, it has turned a traditionally loss-making month (New Zealand companies close in December for Christmas, our summer break) into a significant profit-maker. The directory adds close to one month's additional profit to *Computerworld*'s bottom line.

Bonus: The directory is also used as a premium for new subscribers and renewals and, as noted above, will provide a valuable foundation for planned electronic publications.

More information: Martin Taylor, IDG New Zealand general manager, phone: 64-9-377-9902, fax: 64-9-37-4604, E-mail: M.Taylor.

Launch Publication as Insert

GOVERNMENT
BEST BUYS
8 BENCHMARK-BUSTING PENTIUMS
PLUS
•REVIEWS
•COMPARISONS
•LOWEST PRICES
ROAD WARRIORS: HOT NEW COLOR NOTEBOOKS
IMAGING SOFTWARE FOR LESS THAN $400
BEST-SELLING SCANNERS PROVE FAST AND ACCURATE
BUYING INTO THE E-MAIL CRAZE

Idea: Launch a new publication inside an existing one. In April *Federal Computer Week* unveiled a new publication called *Government Best Buys*, which covers the hardware and software products available on government contracts. The tabloid-sized, glossy supplement is bundled inside *FCW* and the government demographic edition of *InfoWorld*. Written by *FCW*'s editorial staff in conjunction with *InfoWorld*'s test lab, *Government Best Buys* features reviews and testing of hardware configurations available on government contracts, as well as price comparisons and purchasing information. *Government Best Buys* was published three times in 1994 and will be published six times next year. To position *Government Best Buys* for a possible spin-off in 1996, we have arranged for a separate circulation audit.

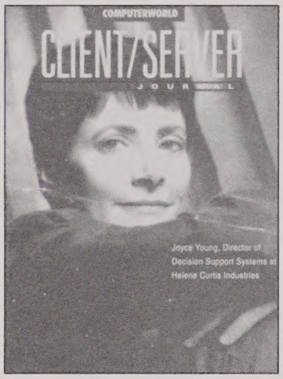
Challenges: Attracting new advertisers and additional ad pages from existing clients, rather than moving ads from the newspaper into the supplement. *FCW* is attacking this problem by assigning a dedicated national sales manager for *Government Best Buys*. The strategy is proving sound, as several vendors have signed up for advertising schedules with both *FCW* and *Government Best Buys*.

The bottom line: *Government Best Buys* is *FCW*'s most promising source of new revenue; it is expected to bring in 10% of the company's overall revenue next year.

Bonus: *Government Best Buys* has re-invented product coverage in the federal market and put competitors in a reactive position.

More information: Carolyn Marsan, managing editor, *FCW*, fax: 617-423-0712, E-mail: cdm@MCImail.com.

Supplement to Flagship Publication


COMPUTERWORLD
CLIENT/SERVER
JOURNAL
Joyce Young, Director of Decision Support Systems at Helene Curtis Industries

Idea: In November 1993 *Computerworld* launched *Client/ Server Journal*, a quarterly feature magazine that complements and builds on the weekly's coverage of one of the hottest technology trends in the industry. The publication is written and designed in-house. Among the keys to its overwhelming success were CW's selection of an appropriate topic, the company's ability to move quickly and establish itself early in this emerging market, and the fact that the magazine represents a totally different editorial package from *Computerworld*. It was important for advertisers to view *C/S Journal* not as an alternative to *Computerworld* but as an important addition.

Challenges: It's critical to ensure that you have support from both readers and advertisers before launching a new publication. Too often you hear sales people say 'advertisers would love to see this sort of a publication' or editors say, 'the readers want this type of a publication.' To succeed, you need both. It's also important to focus on incremental revenue. You don't want to launch a publication that will simply cannibalize advertising from your existing titles.

The bottom line: *Client/Server Journal* produced $2.5 million in revenue across its first four issues.

More information: Kevin McPherson, publisher, Computerworld, phone: 508-879-0700, fax: 508-875-4394, E-mail: K.McPherson

White Papers

Idea: Publish single-topic, multi-sponsor white papers. Since September 1990, *Federal Computer Week* had regularly published white papers — magazine-style supplements that provide in-depth coverage of complex issues in the federal marketplace. *FCW*'s white papers initially were sponsored by a single company, but the publication's readers found it hard to distinguish between our independently produced white papers and advertising supplements that appeared in a competing publication. So in 1993, *FCW* switched to a multi-sponsor strategy that has proven effective. For example, our May 30, 1994, white paper entitled "Federal Networks After FTS 2000" was sponsored by Sprint, MCI, Unisys, AT&T, GTE and NET, with some vendors buying more than one slot in the 44-page publication.

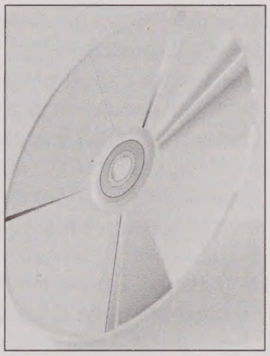
Challenges: Make sure the sponsorships are sold far enough in advance. *FCW* has found it useful to limit the number of sponsors and sign them up before the editorial process gets under way.

The bottom line: The white papers have produced some of the highest profit margins among *FCW*'s products.

Bonus: We have brought new advertisers into the *FCW* fold and earned a reputation for comprehensive news coverage. Our white papers are used as course material in government training classes and to brief high-level officials and members of congress. In fact, advertisers now approach us about writing white papers on important topics in our market.

More information: Carolyn Marsan, managing editor, *FCW*, fax: 617-423-0712, E-mail: cdm@MCImail.com.

Computerworld CD



Idea: *Computerworld CD*, a joint venture between ETA and Computerworld, was first released in February 1993. The CD-ROM, which is updated quarterly, includes 30,000 full-text articles and over 1,500 graphics from past issues of *Computerworld* and other publications. It also includes a database for *Computerworld's Premiere 100* dating back to 1988 and profiling 300 successful IS companies. Additional revenue will be generated by selling space on the disk to advertisers. The CD provides a medium that allows advertisers a choice between standard or more in-depth advertising such as product catalogues, infomercials or "live" videotaped messages from the president.

Challenges: A pure editorial product such as *CW CD* is difficult to grow significantly without advertising support and would require significant investment. The transition from traditional publishing to electronic media is not an easy one since it is a relatively new forum for marketing communications. It is clear, however, that demand for electronic access to information is increasing because users can find what they need quickly, in a flexible, interactive environmnent.

The bottom line: In just over a year, *CW CD* has broken even. Now that the product is up and running with a viable circulation base, Computerworld can tap advertisers who are already involved in software distribution or have product demos and are ready to enter the world of interactive media.

More information: Paul Earl, president of ETA, phone: 508-820-8649, fax: 508-820-4396; Steve Woit, executive vice president of Computerworld, Inc., phone: 508-879-0700, fax: 508-370-9827.

NW's Bill Reinstein Tackles Special Projects

*Network World's VP/Business Development **Bill Reinstein** heads up the company's Special Projects Group, formed two years ago to develop ancillary products that complement and extend the company's publishing mission. Below Bill shares some thoughts on his group's activities and the important role ancillary products can have in strengthening operating units' top and bottom lines, while at the same time delivering other incremental benefits to a publication's readers and advertisers.*

WU: What is the mission of Network World's Special Projects Group?

BR: Network World formed the Special Projects Group in 1992 to help capitalize on business opportunities beyond our core publishing products. By having one group dedicated to this function, we are able to spot opportunities and act quickly once we decide on a particular project. Our central mission is to identify and exploit opportunities that can yield a healthy return on investment while further enhancing our bond and usefulness to our readers and advertisers. Currently we have four full-time staff in the group and one part-time telemarketer.

WU: What products or services does the group offer?

BR: Our three core activities that comprise about 90% of our revenues are our software products (NetDraw, NetDraw Plus and soon NetDraw Pro), Network World Technical Seminars and our Joint Venture Conferences/Trade Shows.

NetDraw is our family of software utility tools that allow network managers to better communicate and document information about their enterprise networks. Network World Technical Seminars produces one- and two-day seminars nationwide on a variety of networking technologies such as ATM, SNMP, TCP/IP and the Internet. In FY95 we will produce over 80 such seminars around the country. In addition, responsibilities for all joint ventures for conferences and trade shows that Network World is involved in are coordinated by the Special Projects group. We also get involved in other projects such as online service opportunities, books, videos, etc.

IDG WORLD UPDATE

"THE PRODUCTS MUST BE IN COMPLETE *alignment with the overall mission of the publication," notes NW's Bill Reinstein.*

WU: How does the Special Projects Group interact with the rest of NW and other IDG business units?

BR: Special Projects works closely with other Network World departments to help us generate and evaluate ideas and to ensure that we are fully leveraging Network World's brand equity, marketing and sales opportunities. Generally, we handle our own marketing and all inbound and outbound sales and fulfillment activities. Marketing/graphic design and fulfillment we outsource, but we feel strongly that by keeping telesales in-house, we are able to maintain a closer tie to our customers as well as provide a higher level of customer service. We also look for ways to work with other IDG business units. *Network World/Canada* is our NetDraw reseller in Canada and we have also worked with *InfoWorld*, *Computerworld* and *Federal Computer Week* as co-sponsors of some of our seminars. We are eager to find other IDG units internationally who would be interested in selling NetDraw to their audiences as well as business units interested in producing our seminar programs outside the U.S.

WU: How do you come up with new ideas?

BR: We generate ideas in numerous ways. I meet ad-hoc fairly regularly with our editors to get their ideas about what seminar topics would be of prime interest to our readers and to get potential seminar presenter recommendations from them. We also rely quite heavily on customer feedback to help guide our decisions. Each seminar attendee fills out a survey form, part of which asks them to indicate what seminar topics they would like to see us produce. This information is invaluable to us and has allowed us to build quite a large repeat customer base. *Network World* readers and consultants often get in touch with us with ideas and suggestions. In fact, our NetDraw product was initially suggested to us by a network manager who is a *Network World* reader.

WU: Who are your customers and how do you reach them?

BR: Our primary customer base for all activities is our core weekly audience. We utilize all of our marketing resources to reach and sell them such as house ads, bingo cards, BRC's, classified advertising, fax-back service, etc. We are now also reaching out further into the larger market of all people in any way involved in the computer networking field. We primarily reach these potential customers via direct mail with both IDG lists as well as outside lists that we are able to purchase.

WU: Any advice for a business unit contemplating setting up such a group?

BR: My personal feeling is that it is critically important to understand and plan for the variety of infrastructure details that need to be well-executed in order to maintain a satisfied customer base. Being able to scale these activities up and down quickly in proportion to sales activity can make or break a particular project. In our case, with somewhat technical products and services, by handling our own in/outbound sales, we are able to cross-sell our customers and respond to special requests rapidly. Also, with our constantly changing mix of products, it is much easier to keep an in-house team properly trained.

WU: Are there any pitfalls to watch out for?

BR: First and foremost, the products and/or services must be in complete alignment with the overall mission of the publication to serve its constituent audience. Sometimes, these activities can cross the line and stray too far afield, demanding resources that might be better utilized elsewhere.

As a controlled publication, we are also very sensitive to how our advertisers perceive our non-publishing activities. It is important to make sure that the advertisers clearly understand our objectives and see them as supporting the growth of Network World and ultimately benefiting them. We have also found ways of involving our advertisers — mainly through paid sponsorships of our seminar activities. These sponsorships have worked out very well for the sponsors and generate significant profits for us.

WU: What do you see as the future for ancillary or special products?

BR: Publishers have a natural, built-in advantage in developing and branding line-extension products and services and increasingly are realizing how profitable they can be. Many IDG business units are doing very exciting things in numerous areas. A healthy exchange of ideas and experiences among business units will help all of us better serve our customers and grow our profits.

Network World is very interested in teaming up with overseas IDG business units that would like to act as distributors for its NetDraw software or that would like to bring NW's Technical Seminars to local audiences. For more information, contact Bill Reinstein at 508-820-7437.

Network World Technical Seminar Series

Idea: Two years ago Network World launched its Technical Seminars Series to complement and extend its publishing mission of providing the most timely news and information on network IS while offering the company a tremendous opportunity to leverage revenues from its readership and expand opportunities to work with advertisers. The seminars, of which there are currently eight different tours planned, focus on topics of interest to *NW* readers. Current topics include: TCP/IP: Analyzing the Protocols of the Internet, Analyzing Broadband Networks and Capitalizing on the Internet. Seminars are presented by outside consultants selected from within the *Network World* community, and currently two of the most popular presenters are *NW* columnists. Up to four vendors per seminar purchase sponsorships and receive numerous benefits, including brand recognition and prospect development opportunities, in exchange for helping to underwrite the cost of the session.

Challenges: Attendees will generally be paying a significant amount of money to attend a seminar and in return expect a very high-quality product. In addition, the logistics of staging a series of seminars (NW typically offers a seminar in 10-12 cities during a six-week period) are staggering, and if you lose control of the logistics, you lose money. NW's profit margins have gone way up as the company has learned what to spend money on and ways to save.

The bottom line: Gross margins on seminars can exceed 40%.

Bonus: The seminars allow *NW* to become an even more integral part of its readers' professional lives and enhances its image within the community.

More information: Bill Reinstein, NW VP/Business Development, phone: 508-820-7437, fax: 508-820-1283, E-mail: B.Reinstein.

Network World's NetDraw Clip Art Software

Idea: Three years ago, a reader approached Network World with an idea for a software product that would contain clip art depicting network images that managers could use to diagram and document their networks. Today, the company is about to release version 3.0 of the hugely successful NetDraw Clip Art Library, which contains more than 1,000 full-color images. By the end of 1994, almost 10,000 copies of the software will have been shipped. While manufacturing is handled by an outside company, Network World retains full control over the development and marketing of the product, which is sold direct through the publication as well as through major distributors. NW looks for opportunities to partner with outside companies to extend the product line without itself becoming a software developer. Currently, it works with Micrografx Corp. and will be working with additional developers shortly.

Challenges: While this product is completely synergistic with NW's core mission of enhancing readers' productivity, venturing into software sales could place a publisher on the fringes of what might be construed as competing with its advertisers.

The bottom line: Software such as NetDraw typically carries a profit margin of around 40% and can grow into a significant revenue and profit center.

Bonus: Many ancillary products can help a publication differentiate itself from competitors and enhance its image with both readers and advertisers.

More information: Bill Reinstein, NW VP/Business Development, phone: 508-820-7437, fax: 508-820-1283, E-mail: B.Reinstein.

CW Australia's Industry Directory

Idea: In 1991 we acquired a small annual publication called *The Computing 100*. This was a listing of Australia's top 100 IT companies based on revenues, which we have continued to publish. In addition, we have created two spin-off annuals, *The Software 50* and *The PC 50*. We contract out the research, editorial and sales, doing only the production in-house. Using contractors enables us to acquire top outside talent for short — term projects. Fixed-price contracts and strict budgetary controls ensure profits.

Challenges: Selling an annual title is very challenging. Many companies do not have appropriate creative material and/or question the value of ads in such titles. Also, coordination of the various outside contractors' activities makes meeting deadlines a real challenge.

The bottom line: About a 3% increase in Computerworld profits this year with minimal risk.

Bonus: Subscribers get three high-quality reference titles absolutely free, a real plus when renewing subscriptions.

More information: Don Kennedy, general manager, IDG Australia, fax: 61-2-439 5133, E-mail: D.Kennedy.

Expanded Markets for List Rentals

Idea: Historically, *Computerworld* has sought to rent its subscriber list to traditional computer hardware and software mailers. Recently the company determined that it had to expand this universe in order to grow this part of its business, and hooked up with the country's largest list manager and broker, Direct Media Inc., to tap into new markets such as office product suppliers and catalogers. Even retailers — Chadwick's of Boston, a mail order clothing operation, has become a regular customer — have rented the *CW* list. To date, some 25 to 30 mailers in what would be considered *CW*'s secondary market have rented the company's list and more than 50% of these have rented it a second time.

Challenges: Traditionally computer mailers' activities have been relatively unaffected by postal rate increases, however, business-to-business mailers tend to cut back as a result of rate hikes. Now that *CW* is broadening its base to include these mailers, postal increases, such as the one planned for March, will likely pose a larger threat to the bottom line.

The bottom line: *CW*'s list rental revenues had been declining for three to four years prior to hooking up with DMI. During fiscal '93 the company halted this decline and this year revenues have begun to increase again.

More information: Gail Odeneal, CW vice president/consumer marketing, phone: 617-879-0700, fax: 617-626-8258, E-mail: Gail.

IDG Books Reseller

Idea: IDG Australia is a reseller of IDG Books and has promoted the line since its introduction here. IDG Books contracted with a local distributor who offers us significant margin on IDG titles. We advertise the books at our own expense, with a coupon and phone number steering buyers to us. We process the orders through our circulation department, and the distributor provides the books to order.

Challenges: If you're going to set this up, work out the fulfillment procedure in advance. Our advice is to have the distributor do it if they're willing.

The bottom line: About a 3% increase in company profits and continually growing as the books remain bestsellers.

Bonus: The ads contribute to book store sales and brand recognition of the IDG line of titles. Many advertisers make highly positive associations with IDG titles because of their awareness of the books.

More information: Shirley Ingram, Circulation Manager,IDG Australia, fax: 61-2-439 5133.

Show Sponsorship Opportunities

TELE
COM
NET

Idea: This past June IDG Italy, in partnership with IDC Italy, produced the first telecommunication and networking expo in Italy. To generate revenue over and above booth sales, attendee tickets and seminars, IDG Italy and IDC Italy created sponsorship opportunities for major IT companies — a concept never before tried for at an Italian show. In return for the sponsorship fee (approximately U.S. $15,000), the companies were able to 1) put their logos on all letters, promotions, catalogues and display advertising in third-party dailies and magazines related to TeleComNet '94 and 2) obtain a special rate for advertising in a special "communications package" in two IDG Italy publications, *Networking* and *Computerworld Italia*, published in June.

The bottom line: The total incremental revenue from these two categories were in the range of U.S.$295,000, thereby allowing IDG and IDC to make a profit for their first TeleComNet.

Bonus: The 18 companies that served as sponsors also heavily promoted the expo through their own direct mailings and additional advertising.

More information: Brunello Bossi, Managing Director, IDG Italy, phone: 39-2-5801-1660, fax: 39-2-5801-3432, E-mail: B.Bossi.

IDG Job Opportunities Update
Monday October 3, 1994

VICE PRESIDENT - FINANCE (IDG)

The successful candidate will be responsible for financial analysis and planning activities, including business/operational performance and strategic development. Individual will work closely with the Chairman and Executive Committee to guide the Company's strategic planning process. IDG is seeking a business executive with significant international experience and a good balance between strategic financial analysis and control functions. Must be experienced in acquisitions, mergers and divestitures as well as international and domestic contracts and tax negotiation. General management experience in a highly decentralized environment along with a thorough understanding of the economics of the publishing business preferred. CPA and/or an MBA a plus.

P/T RESEARCH ASSISTANT (IDG RESEARCH SERVICES)

The individual in this position will be responsible for coordinating research projects, data entry, coding, scheduling, answering phones and other duties as needed. Candidate should be detail-oriented and able to handle multiple tasks simultaneously. Deadline oriented environment. MAC experience a plus.

PROOFREADER (IDC)

The candidate in this position will be responsible for proofreading newsletters and reports and ensuing that publications meet house standards. Experience working with charts and tabular data is essential. Individual must be detail-oriented. 1-3 years proofreading in a high-volume setting required. Bachelor's degree preferred.

MARKETING AND PRODUCT DEVELOPMENT MANAGER, CONSULTING (IDC)

Successful candidate will be responsible for marketing, production, and sales support for IDC Consulting. Specific duties encompass the implementation of overall marketing strategy including collateral development, direct mail and event management. Individual will manage the Consulting Production Department and work with the IDC Sales Team to provide regional and account marketing support.

PC SUPPORT SPECIALIST (IW)

This position is a key member of the Help Desk and is responsible for providing basic support for PC/MAC/LAN users. Specific duties include: software/hardware installations, upgrades, and troubleshooting. 1-2 years hands-on PC end-user support required. Individual must have an in-depth knowledge of MS DOS and System 7 and possess a working knowledge of Word and Excel. Experience with Novell LAN is necessary. Excellent interpersonal and problem solving skills are essential.

IDG Job Opportunities Update
Monday October 3, 1994

ANALYST / WRITER (IW)

This highly visible position requires excellent writing and hands-on technical skills. Ideal candidate must have experience installing and administering LANs, WANs, telecommunications links, bridges and routers, Email, gateways, and working under a variety of operating systems. Some programming skills are essential.

EXECUTIVE ASSISTANT TO VP, US SALES (IDG/B)

This position requires a highly organized individual with excellent office skills, including organizing schedules, mailings, Excel analysis and basic sales materials design. Duties will also include phone coverage, filing, travel arrangements and event organization. Individual must be highly motivated and well organized. College degree plus prior office experience required. Knowledge of Mac Excel and DTP software preferred.

CUSTOMER SERVICE REPRESENTATIVE (IDG/B)

This position requires an articulate, experienced customer service individual with a high level of enthusiasm and ability to handle incoming customer orders and service calls. Candidate must have the ability to learn the computer book business. Previous experience necessary. College degree desired.

PAGE LAYOUT TECHNICIAN (IDG/B)

The ideal candidate will be responsible for page layout using the Macintosh computer and peripherals. Thorough knowledge of Aldus Pagemaker or QuarkXPress is required. A working knowledge of MS Word a plus. Individual must be creative and able to handle a high volume of work.

PROGRAMMER ANALYST (IDG/B)

Successful candidate will expand capabilities of Pegasus warehouse distribution system and implement and interface new systems. A minimum of two years experience with Universe/Pick programming required. Unix environment. Two years of 4GL experience is necessary. Publishing or warehouse/distribution experience a plus.

PUBLISHER (MAC)

The candidate for this position will be responsible for the sales and marketing function of Macworld magazine. He/she will also be responsible for the Global Product Support Center. Previous experience as a publisher with a background in sales and marketing required. Strong financial management skills plus knowledge of the Mac market is necessary.

CHIEF EXECUTIVE OFFICER (MAC)

The CEO for this position will have the overall strategic responsibilities for Macworld Communications, Inc., including operational functions of Macworld Magazine and New Media/On Line Services. Previous experience managing a publishing company required. Candidate must have exceptional leadership skills and knowledge of the Mac market.

IDG Job Opportunities Update

October 3, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	P/T Research Assistant	IDG Research Serv. Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Financial Systems Support	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
IDG / NC	PC Experts/Techical Writers (4)	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IMS	Sales Assistant	Sausalito, CA	L. Christofferson	(415)331-7571
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IPS	Licensing Administrator	Boston, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
TMP	Office Manager	San Francisco, CA	K. Miller	(603)924-0134
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Billing Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Proofreader	Framingham, MA	D. Miller	(508)935-4133
IDC	Marketing & Product Dev. Mgr.,Consulting	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant,Marketing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor, Gray Sheet	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Comm. Group	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Writer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Notes - Elec. Desktop Publishing Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Survey Research Analyst, International	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Editor of Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Account Coordinator	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Analyst / Writer	San Mateo, CA	L. Schmid	(415)312-0669
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor	San Mateo, CA.	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Comm. & Spreadsheet	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (6)	San Mateo, CA	L. Schmid	(415)312-0669

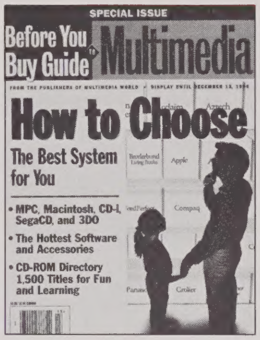
IDG Job Opportunities Update

October 3, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	News Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Executive Assistant to VP, US Sales	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Customer Service Representative	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Index Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	VP, Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / IDG Books Multimedia	TBA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (4)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW	Administrative Assistant	Atlanta, GA	J. Sutter	(404)394-0758
PCW	Circulation Director	Multimedia World, San Francisco,CA	H. Martin Maier	(415)978-3302
PCW/Lotus	Circulation Manager	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director of Marketing	Multimedia World, San Francisco,CA	G. Mason	(415)978-3270
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Asst. to President and COO	San Francisco, CA	M. Chow	(415)978-3272
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Opoerations Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editorial Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Copy Editor / Electronic Ent.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Specialist	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Electronic Media Publishing Specialist	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline (415)978-3100
MA Job Hotline (508)935-4406

Annual Buyers' Guide



SPECIAL ISSUE

Before You Buy Guide™ Multimedia

FROM THE PUBLISHERS OF MULTIMEDIA WORLD ✓ DISPLAY UNTIL DECEMBER 13, 1994

How to Choose

The Best System for You

- MPC, Macintosh, CD-I, SegaCD, and 3DO
- The Hottest Software and Accessories
- CD-ROM Directory 1,500 Titles for Fun and Learning

Idea: The *Before-You-Buy-Guide to Multimedia* is the first consumer-friendly annual buyers' guide to cover all the major multimedia platforms, (PC, MAC, Sega CD, 3DO, and CD-I). The guide offers new multimedia buyers a useful tool to assist them in their purchasing decisions just in time for the holiday season. On sale at the newsstand for a full three months, from September 13 to December 13, The *Before-You-Buy-Guide* offers advertisers an opportunity to build brand awareness during the most important buying season. The *Before-You-Buy-Guide* was conceived, executed, written, and sold by the existing *Multimedia World* staff with the addition of a few freelance writers.

Challenges: Since everything was done in-house, it was important to coordinate the staff time between the production of the monthly magazine and the *Before-You-Buy-Guide to Multimedia* in order to meet existing deadlines. In addition, because we are an all-PC publication we had to find outside expertise in MAC and set-top platforms.

The bottom line: Approximately a 60% increase in advertising sales revenue over a one-month period.

Bonus: The *Before-You-Buy-Guide* contributed to *Multimedia World*'s overall market exposure. We were also able to establish new relationships with readers and advertisers, that we wouldn't normally be able to reach being an all PC publication. Most importantly though, we were able to maximize revenues through streamlining the editorial, production and sales processes.

More information: John Singer, marketing intern, Multimedia World, phone: 415-281-8650, fax: 415-281-3915

Fax, Online Newsletter

Idea: *Computerworld Today* (*CWT*), launched in November 1993, is a unique daily newsletter that provides readers with global IT related news in fax and online format. Monday through Friday *CWT* provides three to four top news stories and a dozen headlines by fax. If subscribers want to get the full text of a story, they will be able to do so by accessing our online data base. An annual subscription to *CWT* is $1,920 and on line service is $ 0.30/minute.

Site licenses for the newsletter are available in both fax and online format. We have also developed extensive programs for acquisition and retention such as *CWT* Readers' Night (seminars and receptions), and special discounts for purchasing of other IDG services and products.

The bottom line: Renewal rate for *CWT* to date is 90%.

Bonus: The success of *Computerworld Today* has encouraged us to plan the launch of a new online service, *PC Today*, that will provide PC-related news through a commercial online service company's network. The fee for *PCT* is $1.60/ minute.

More information: Yoshiko Kamei, IDG Japan, phone: 81-3-3222-6411, fax: 81-3-3222-6566, E-mail: Y.Kamei.

Geographic Special Reports

Idea: To boost classified recruitment advertising, *Computerworld* three years ago instituted a series of monthly "regional scopes" — comprehensive overviews of various U.S. markets listing the regions' largest employers, the employment climate and salary levels. The copy is supplied by the publication's editorial department — usually written by a free-lancer — and anchors a block of recruitment ads specific to the region being highlighted. In the past, articles have focused on regions including New York, Atlanta, Chicago, Washington, D.C. and Northern California to name a few. These monthly scopes have been so successful in boosting recruitment advertising that they will now run 18 times a year.

Challenges: Because virtually all U.S. businesses are our prospective clients, identifying those that are hiring is a little like finding needles in haystacks. It is therefore critical to have the ability to do expert database marketing.

The bottom line: During the past year, the regional scopes have added $1 million to CW's classified advertising revenue.

Bonus: This program demonstrates to clients that *Computerworld* is truly a local media, that it is where computers are, and that it is an excellent recruitment tool no matter where a company may be located.

More information: John Corrigan, VP, Computerworld Professional Development Division, phone: 800-343-6474, fax: 617-620-7739, Internet: Corrigan@ACM.org.

NEWSLETTER KEYS ON ANCILLARY PRODUCTS

Ancillary Profits is a newsletter dedicated to ancillary products and revenue-generating opportunities for publishing operations. Marlene Jensen, editor and publisher of the newsletter, can be contactedby phone at: 203-357-9209 or fax: 203-358-9709. A year subscription (10 issues) is $157. CIO's Bill Kerber recommended the publication as containing "excellent, thought-provoking material."

1994 Winner – Best Instructional Reporting – Newsletter Publishers Foundation

ANCILLARY PROFITS

Opportunities for Publishers

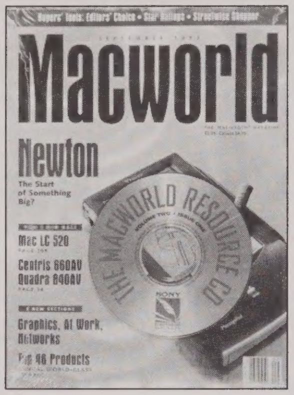
September 1994

How to launch business & professional CD-ROMs (You can do it all for under $20,000!)

IN THIS ISSUE...

Cover Mount Premiums

Macworld U.S.



Idea: In order to boost single-copy sales, *Macworld* has developed a program for advertisers that enables them to place a cover mount premium (disk, CD or booklet) on *Macworld*'s newsstand issues.

The bottom line: This program has helped *Macworld* increase single-copy sales sales by 10% in each of the last two BPA audit periods.

Bonus: As an extension of this program we worked with one of the major online service companies that supplied cover mounts to the whole print run. The advertiser not only supplied 750,000 disks but paid for virtually all incremental costs. In addition the online company paid a bounty for new subscribers signing up to their service as a result of this promotion. The promotion resulted in a net profit gain to *Macworld* of over $250,000. We are currently in discussion with a number of the other major online services and will develop similar programs for FY95.

More information: Colin Crawford, COO, Macworld, phone: 415-243-0505.

Macworld Benelux

Idea: The first CD-ROM we ever produced was published as a cover mount in the summer of 1993, and newsstand sales increased by 45%. Investments in the CD-ROM were paid off by additional readers and advertisers who put their promotional materials on the disc.

In addition, **Oscar Kneppers**, *MacWorld*'s editor-in-chief, publishes *MacWorld*'s Lezers-Disc, a quarterly CD-ROM. The contents of this digital magazine range from interactive workshops, digitized video interviews and graphic artists' portfolios to categorized shareware, previews and demo materials. The disc offers advertisers the opportunity to put demos, product indexes, interactive guided tours and trial software before the high-end users in the Benelux Mac market.

The bottom line: To date more than 1,500 *MacWorld* readers have either ordered a disc for Dfl. 45 (U.S.$27) or bought a subscription for Dfl. 130 (U.S.$78), allowing us to already recoup our investment.

More information: Leendert Van Wezel, managing director, IDG Netherlands, phone: 31-23-366-814, fax 31-23-366-184.

Computer!Totaal

Challenge: In the second half of 1993 we planned the first CD-ROM cover mount for *Computer!Totaal*. Due to *C!T*'s large circulation (more than 100,000), it was too expensive to produce a CD-ROM for each issue. Instead, we decided to produce a "golden" response card as a cover mount, which subscribers could return if they wanted the disc. Editorial Director Paul Molenaar suggested charging Dfl. 15 (U.S.$9) for each disc. To our surprise, more than 25,000 readers ordered a disc.

The bottom line: Orders totaled more than Dfl. 300,000 (U.S.$181,800) revenue with a gross profit of Dfl. 100,000 (U.S.$60,600).

The second C!T-ROM, also promoted through a cover repsonse card, was a double disk priced at Dfl. 25. One disc was a multimedia magazine that included an interview with WordPerfect President Ad Rietveld — a Dutchman — and a visit to the Logitech factory, and the other CD-ROM contained shareware and freeware.

The bottom line: More than 38,000 copies sold, thus generating Dfl. 785,000 (U.S.$475,750) revenue with a gross profit of Dfl. 275,000 (U.S.$166,600).

For FY95, we are planning to publish a double C!T-ROM quarterly for Dfl. 25. We are forecasting an average of 20,000 readers will buy the next generation of C!T-ROMs, thus generating Dfl. 1,650,000 (U.S.$1 million) in revenues with a gross profit margin of Dfl. 550,000 (U.S.$333,300).

Challenge: Due to our success, we now have a number of very active competitors. In fact, in the latest two issues of *Computer!Totaal* we refused to place ads for three of them.

More information: Leendert Van Wezel, managing director, IDG Netherlands, phone: 31-23-366-814, fax 3123-366-184.

LAN-Internetworking Magazine

For the fifth anniversary issue of *LAN-Internetworking Magazine* this month, we have offered every advertiser 10 megabytes free space on the LAN-ROM for their promotional materials. We will also have a summary of interviews with 16 "captains of the internetworking industry."

The bottom line: The investments to produce this disc are approximately Dfl. 22,500 (U.S.$13,600). However, we have sold three logos on the LAN-ROM for Dfl. 17,500 (U.S.$10,600) each and will generate an additional advertising income of Dfl. 50,000 (U.S. $30,300).

More information: Leendert Van Wezel, managing director, IDG Netherlands, phone: 31-23-366-814, fax 31-23-366-184.

Reprints

InfoWorld

Idea: Up until 1987, reprints had been looked upon as a bit of an orphan at *InfoWorld*. Then-Production Manager Dennis O'Donnell realized that substantial potential revenues were going to an outside vendor who was handling reprints, and he decided to bring the production, redesign and print-brokering in-house. I was dividing my time as a camera technician and paste-up person and looking for additional avenues to vent some creative aspirations, and reprints provided that opportunity.

INFO WORLD REPRINT

ENTERPRISE COMPUTING

Apple's Server Strategy

Laying the groundwork for enterprise integration

BY DAVID BAUM

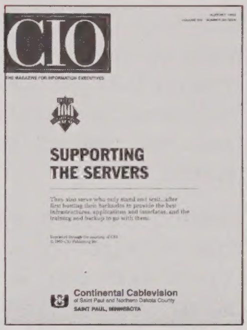
We act as an in-house design department and agency for clients. We redesign articles and add logos, call-to-action boxes, ads or additional collateral, depending on what the client desires. We have done reprint postcards, T-shirts, foreign-language editions and counter cards, as well. Most of the work is used for trade shows, mailings or marketing kits. Our goals is to try and make each piece as useful and as complimentary as possible to the clients' existing marketing materials.

The bottom line: In the past seven years, business has taken off, from generating less than $40,000 a year to over $40,000 a month. We will bring in over $500,000 this year and hope to top $660,000 in FY95. We now have two full-time people serving as design/production/print-buying and sales people. We do our own billing and now even make cold calls to clients regarding prospective articles in each issue. The workload averages 10 to 20 jobs a month, and we just finished a single order for 300,000 reprints for $14,000.

More information: Janet Swanson or Ellen Markoff, phone: 415-572-7341, fax: 415-312-0583.

CIO

Idea: In 1990 we noticed infrequent requests for reprints of specific articles appearing in *CIO*. However, at the end of FY91, our expenses were $31K and our revenue was $28K. We realized there could be substantial profits to be realized.


CIO

THE MAGAZINE FOR INFORMATION EXECUTIVES

SUPPORTING THE SERVERS

They also serve who only stand and wait...after first beating their backsides to provide the best infrastructures, applications and interfaces, and the training and backup to go with them.

Continental Cablevision
of Saint Paul and Northern Dakota County
SAINT PAUL, MINNESOTA

Challenges: Finding the reprint buyer, creating a marketing campaign, coordinating with editorial and justifying dedicating a salesperson to this activity.

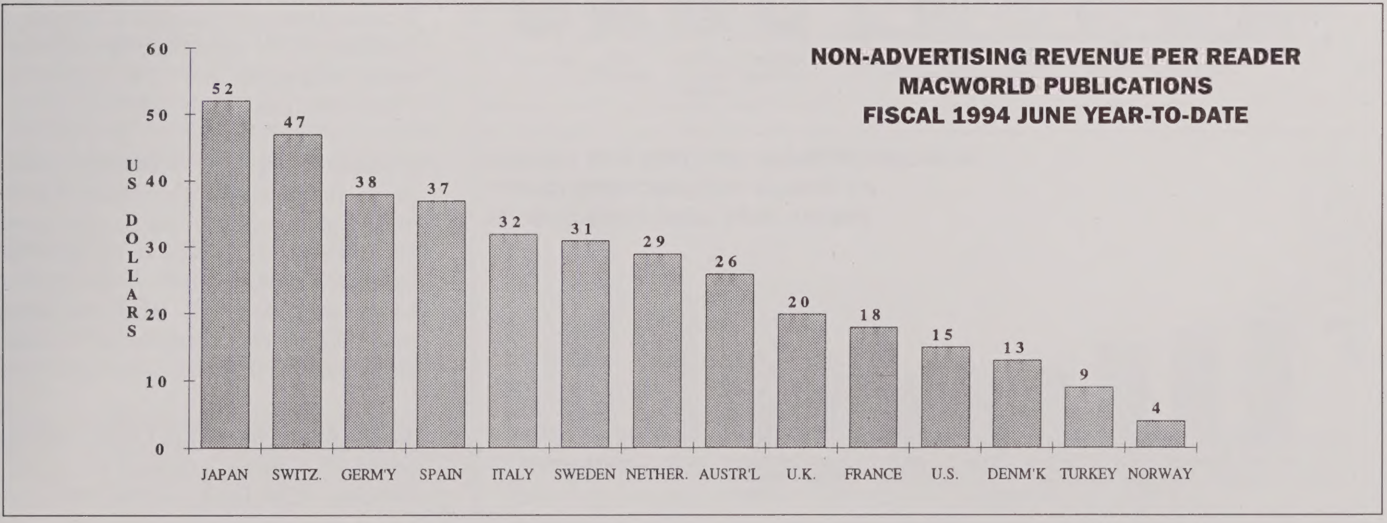
The bottom line: Our revenues have grown to $200,000 and profits are about $70,000.

Bonus: Vendors use *CIO* reprints in their media/sales kits, spreading *CIO* awareness — and we get to charge for it.

More information: Bill Kerber, Ancillary Products Specialist, CIO, phone: 508-935-4539; fax: 508-872-0618.

CALLING ALL REPRINTS PEOPLE!

InfoWorld's Janet Swanson and Ellen Markoff have been thinking about organizing a reprints "convocation" to bring together reprints staff from other magazines. If you are interested in brainstorming ideas or learning how to organize a reprints department, contact Janet or Ellen at 415-572-7341.



PCW's Interactive Fax Products

Idea: *PC World's* Interactive Fax Products Unit offers extended fax-on-demand services such as custom fax surveys for IDG publications, instant lead fulfillment for advertisers, as well as reprints and monthly fax newsletters for readers.

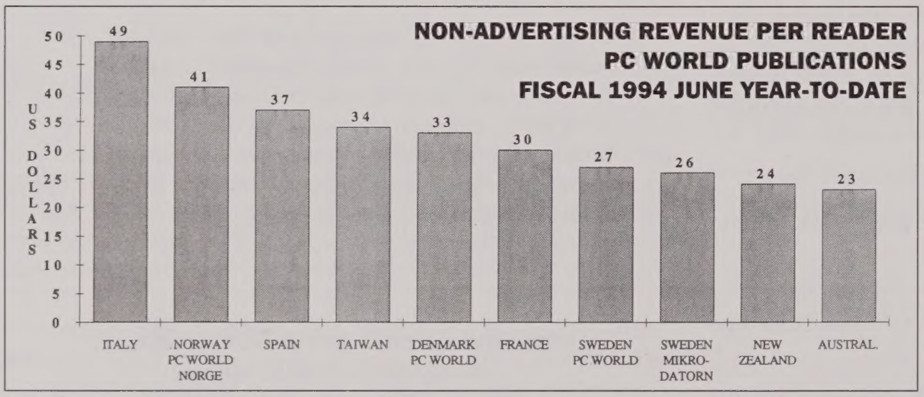
Custom research. *PC World* has become an expert in conducting fax surveys of its readers. Readers fill out custom questionnaires bound into ***PCW*** and fax them back into the system, which automatically interprets and stores the data. ***PCW*** has been helping other **IDG** publications conduct similar surveys

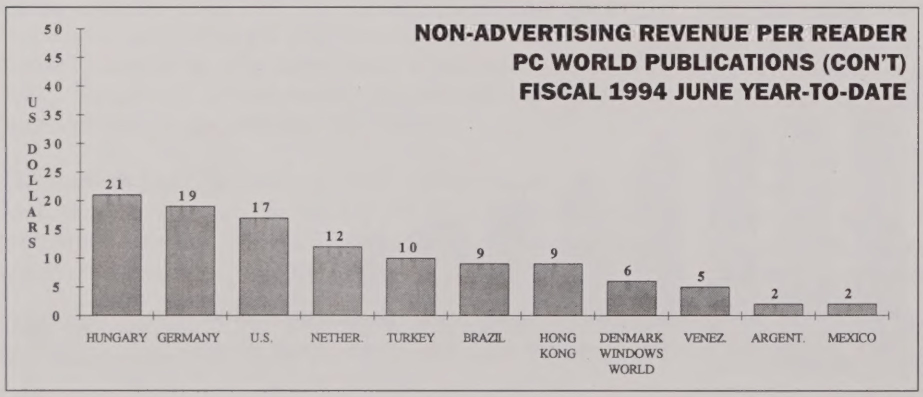
Advertiser lead fulfillment. Advertisers list the *PC World* fax-on-demand toll-free number on their print ads. Readers who want more product information can call ***PC World's*** customized fax-back system and enter their fax number and the three-digit ID code listed with the product. The information is automatically faxed to them and the advertiser receives the leads. A variety of features can be added to this basic service which allow the advertiser to obtain more detailed information about the lead. A fee is charged to advertisers for these services.

Reader reprints. For a fee, *PC World* readers can now receive useful tips, buyers' guides, user group lists and other valuable information when they order directly from the *PC World Resource Guide*, printed each month next to *PC World*'s reader service card. Each piece of information is assigned a code number that readers enter into the fax-back system when they call to place an order. In November *PC World* will launch its first fax newsletter based on the PCW Top 20 offered to readers on an annual subscription basis.

The bottom line: For now the overall dollar figures from PC World's Interactive Fax Products Unit are small relative to the revenues from the entire magazine, but ***PCW*** is optimistic about the future of the program.

More information: Zornitza Stefanova, manager PCW Interactive Fax Products, phone: 415-974-7353, fax: 415-267-1711


NON-ADVERTISING REVENUE PER READER
PC WORLD PUBLICATIONS
FISCAL 1994 JUNE YEAR-TO-DATE


NON-ADVERTISING REVENUE PER READER
PC WORLD PUBLICATIONS (CON'T)
FISCAL 1994 JUNE YEAR-TO-DATE

InfoWorld Conferences

Idea: Two years ago, InfoWorld acquired two conferences from Industry Publishing Company: Agenda, a meeting for the PC industry's highest-level executives to discuss industry-wide strategies and issues, and Demo, a forum for upper-level executives to learn about new PC products. The IW Editorial Events group promotes these conferences and looks for new opportunities in the conference arena. Whether it serves the publication's readership or its reputation of having close ties to the computer industry, *InfoWorld* is looking to continue its leadership in producing high-level conferences.

Challenges: The biggest challenge in the conference arena is to find a niche and have a unique product that will really draw a crowd. Having a dynamic personality associated with each of its conferences — *IW* Editor-in-Chief **Stewart Alsop** for Agenda, *PC Letter* Editor **David Coursey** for Demo — is a real plus. They're out there being read by the industry, and people want to come and see them and hear what they have to say in person.

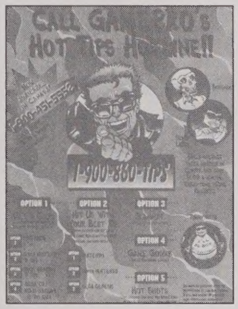
Also, it's important to remember that a conference doesn't add to your profit line the first year out. It's a long-term investment. A lot of the benefits are more intangible the first couple of years, and then they build.

Bottom line: It's relatively small given the size of InfoWorld. Profitability isn't huge, but the events boost InfoWorld's credibility in the eyes of readers and advertisers — broad but important intangibles. They also help the publication maintain solid relationships with the computer industry.

More information: Lia Lorenzano, director of editorial events, IW, phone: 415-312-0693, fax 415-286-2750.

GamePro 900 Line

Idea: *GamePro*'s Hot Tips Hot Line was launched in 1992 as a new revenue stream for Infotainment World. Kids call into this 900 line to get tips for the hottest video games on the market. Tips are available for Nintendo, Super NES, Sega Genesis, Sega CD, and Atari Jaguar. The most popular feature is the bulletin board option where gamers can either pick up a tip or leave their favorite tip for any gamer across the country. This area generates an average of 4,000 calls per month. We charge $1.09 per minute and the average call lasts three minutes. To keep our costs down, we use scripts as opposed to live operators. Scripts are changed with new tips on a weekly basis.

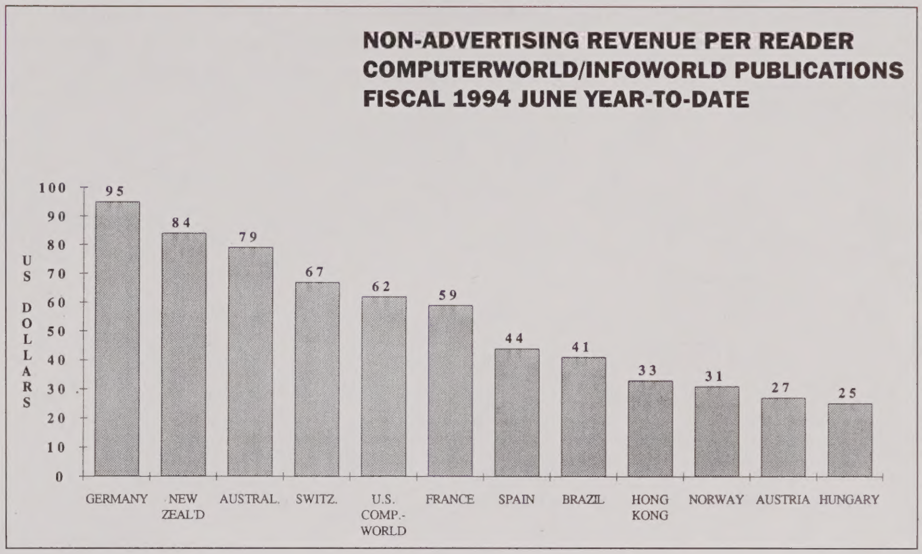


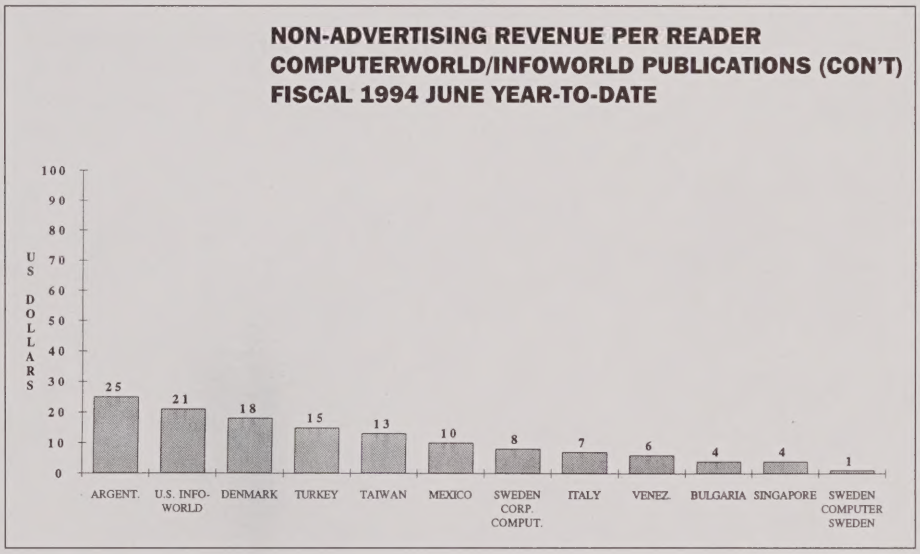
Challenges: Because most callers are under the age of 18, we often get calls from angry parents who are unaware of their kids making 900-line calls. We cover ourselves legally by complying with AT&T guidelines and putting a disclaimer half the font size of the actual phone number on all house ads, as well as a disclaimer requesting parental permission on the line itself. We also have set a $100 a month limit and when kids reach their limitation, a message comes on notifying them to call back next month.

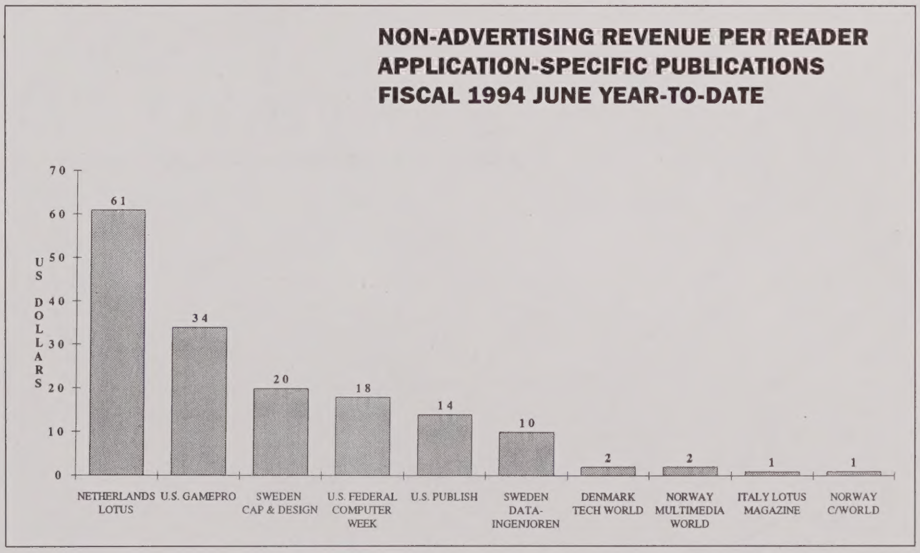
The bottom line: Revenues for the 900 line have increased by 230% over last year's figures. We plan to launch another 900 line and with all three lines in place, we are targeting a half a million dollars in revenue next year.

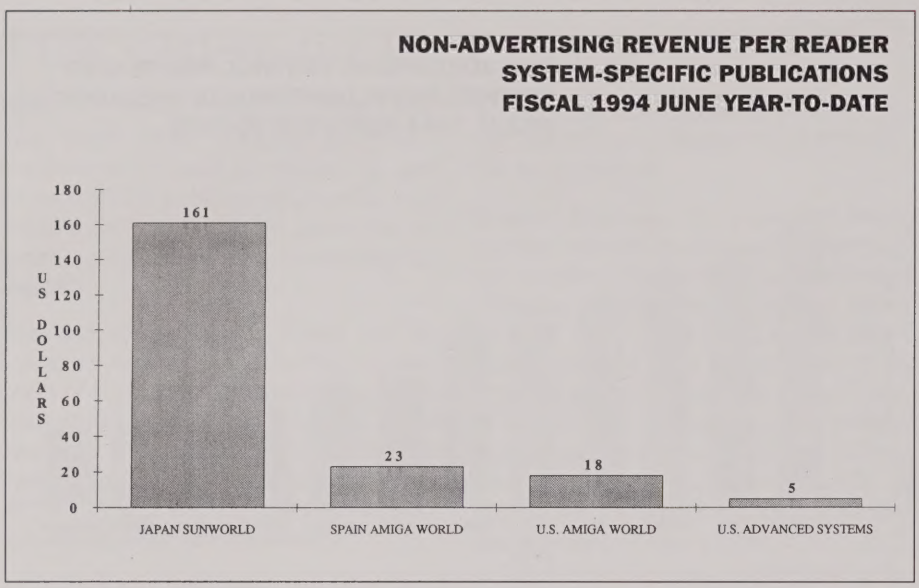
Bonus: We also launched the 900 line in Canada last month and anticipate the ramp up in the months ahead. There are very few, if any, 900 lines available for gamers in the Canadian market.

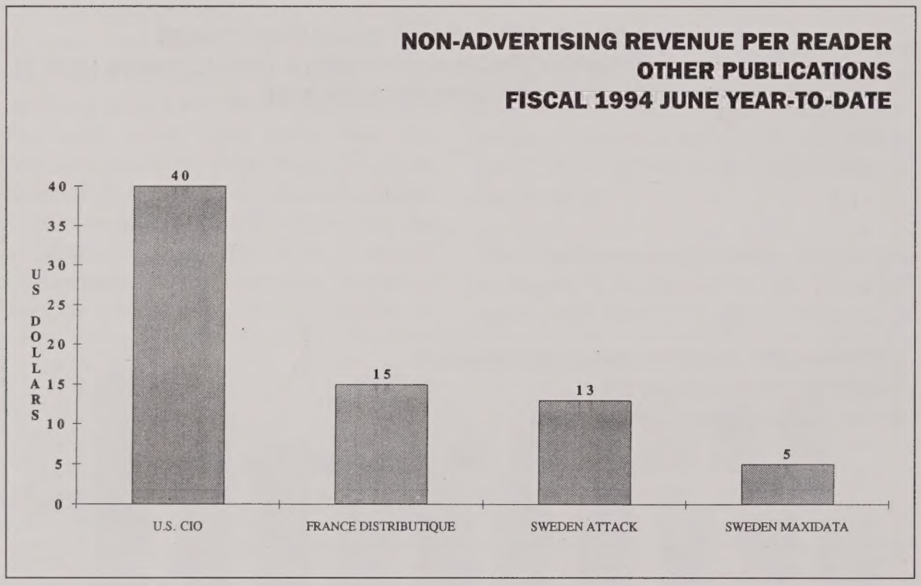
More information: Cindy Penrose, marketing associate, Infotainment World, phone: 415-349-4300, fax: 415-349-7482.


NON-ADVERTISING REVENUE PER READER COMPUTERWORLD/INFOWORLD PUBLICATIONS FISCAL 1994 JUNE YEAR-TO-DATE


NON-ADVERTISING REVENUE PER READER COMPUTERWORLD/INFOWORLD PUBLICATIONS (CON'T) FISCAL 1994 JUNE YEAR-TO-DATE


NON-ADVERTISING REVENUE PER READER APPLICATION-SPECIFIC PUBLICATIONS FISCAL 1994 JUNE YEAR-TO-DATE


NON-ADVERTISING REVENUE PER READER
SYSTEM-SPECIFIC PUBLICATIONS
FISCAL 1994 JUNE YEAR-TO-DATE


NON-ADVERTISING REVENUE PER READER
OTHER PUBLICATIONS
FISCAL 1994 JUNE YEAR-TO-DATE

WE NEED YOUR HELP!

IDG World Update is planning to publish a comprehensive calendar of all IDG sponsored shows, conferences, seminars and meetings at the beginning of each quarter starting in January 1995. If your business unit is sponsoring an event that you would like to have listed in this calendar please send the following information to IDG World Update no later than November 30.

Event
Location
Date(s)
Contact name, telephone/fax
Very brief description

The information can be mailed to:
IDG World Update
41 West Street
Boston, MA 02111

or fax: 617-423-0712
or E-mail: P.Winn, P.Smith or S.Noyes

Thanks to all the people who helped make this issue possible!

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 41

October 10, 1994

ON LINE: SIMON PEARCE OF IDC U.K.'S EUROPEAN DESKTOP COMPUTING GROUP
PAGE 3

ELVIS SIGHTINGS ARE A COMMON OCCURRENCE AROUND THE IDG ITALY OFFICE
PAGE 4

AIRLINE TICKET TIPS, RESTAURANT DISCOUNTS TOP THIS MONTH'S TRAVEL COLUMN
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Teams Up with China's Largest Technical Newspaper

HUANG ZHI YI, DIRECTOR OF CHINA'S *Chengdu Electronic Research Institute, and IDG Chairman Pat McGovern sign an agreement to jointly publish Electronics Week.*

IDG recently announced a collaboration with the Chengdu Electronic Research Institute to publish China's largest technical newspaper, *Electronics Week*, through a joint venture publishing company equally owned by both parties.

Founded in 1977, *Electronics Week* has a paid circulation of 580,000. Its readers include the buyers of electronic products for use in production

•CONTINUED PAGE 4•

IDG's European Managers Gather in Sweden

IDG WORLD UPDATE

IDG SWEDEN GENERAL MANAGER BENGT MARNFELDT WELCOMES ATTENDEES AT LAST *month's European Managers Meeting. Among those in attendance were (from left): Mehmet Ali Altaca, general manager of IDG's Turkish publishing partner; Francois Chaussonniere, managing director, IDG France; Marnfeldt; David Hood, director, internal audit, IDG U.K.; and Mihaela Gorodcov, general manager of IDG's Romanian licensee.*

With Europe's economic recovery now well under way, the mood at last month's European Managers Meeting was upbeat and positive. Hosted by IDG Sweden General Manager **Bengt Marnfeldt**, the two-day meeting was attended by managers from all of IDG's European operations. The first day was devoted to individual board meetings — each manager has a board consisting of three to five colleagues and one member of the IDG Executive Committee — and the second day comprised a general session for all attendees.

European board meetings will next be held in November the day before the Worldwide Managers Meeting in Scottsdale, Ariz. The next full two-day meeting is slated for February in Barcelona, Spain.

IN BRIEF

South African Licensee Stages Successful Show Spin-off

IDG INTERNATIONAL PUBLISHING SERVICES PRESIDENT DAVID *Hill delivered the keynote address at last month's Computer Faire in Cape Town, South Africa. Sponsored by Computing S.A., IDG's South African licensee, the event is held annually in Johannesburg and is South Africa's largest IT show. Computing S.A. is now in the process of creating regional editions of the show, and this, the first to be held in Cape Town, was a huge success. The show was expected to draw 7,000 attendees during its three-day run, but instead attracted close to 17,000. The exhibition area was sold out.*

Multimedia World Sets Revenue Record with November Issue

Multimedia World's latest issue reached the highest levels of advertising pages and revenue in the publication's history.

The November issue registered 87 paid pages and $700,000 in revenue, outpacing the previous high in December 1993 (when *Multimedia World* debuted as a stand-alone publication separate from *PC World*) of 70 pages and $500,000 in revenue. Indications are that the December '94 issue will be on pace with the new record levels.

Departing Publisher **Jonathan Epstein**, who has been tapped as president of PC World's New Media division, credited *MMW* Associate Publisher **Patricia Navone** with leading the sales effort.

The staff attained the record levels despite being down to just three salespeople, one shy of the regular force.

Publish Honors Electronic Publishing Innovators

Publish was prominently represented on two fronts last month during the Seybold Publishing Conference in San Francisco. The publication's 1994 Impact Awards ceremony, which recognized innovation in the field of electronic publishing, drew a bevy of industry luminaries. Thirty citations were presented for products, companies and technologies that will have a dramatic impact on the way graphics professionals work, both now and in the future. *Publish*'s editors, rather than readers, selected the winners.

Editorial Director and Associate Publisher **Gene Gable** noted that while creative new approaches are developed annually, "this year we were particularly impressed — the sophistication, innovation and aggressiveness of the industry is at an all-time high."

On the first day of Seybold, *Publish* also co-sponsored a display of digital art by Fractal Design at the Opts Gallery in San Francisco. All marketing materials for the art show carried the *Publish* logo, while at the event the vendor co-sponsors set up workstations for members of the public to attempt their own artistic creations.

Marketing Coordinator **Jayne Salinger** handled the promotional logistics for both events.

Mitch Hall to Manage SunWorld

IDG World Expo last week announced that its SunWorld Expo and conference program, currently in its third year, will now be managed by Mitch Hall Associates, a turnkey exhibition company located in Dedham, Mass.

SunWorld '95, the industry's leading event for users of Sun, SPARC and Solaris-based products, as well as complementary open systems technologies, is slated for May 22-25 at San Francisco's Moscone Center.

In announcing the agreement, World Expo President and CEO **Ken Kaplan** emphasized Mitch Hall's experience and expertise in producing platform-specific events. The company currently manages World Expo's U.S. and Canadian MACWORLD Expos.

ON LINE

SIMON PEARCE

The director of IDC U.K.'s European Desktop Computing Group is this week's guest columnist.

Q How long have you been with the company?

A In total, I have worked at IDG for more than 14 years. When I joined IDC U.K. in 1979, my first task was to generate a weighty tome containing detailed statistics — by industry sector — of the mainframe and minicomputer markets, which took more than one year with an old calculator.

PCs — microcomputers as they were known then — had just reached the shores of Europe, and when I was presented with my first system in 1980, it was love at first sight! My job of statistical analysis was suddenly a good deal quicker and much more fun. It was then that IDC assigned me to research the first ever report on the European PC market, and since that time this has been my primary interest.

In 1985, I was given the opportunity to work with IDC's user database division and to help move the data entry and analysis of the European "datafile" to PC-based systems. This lead to a year of working in the Framingham office — the realization of a long-held ambition. I returned to the U.K. in 1989 to revitalize PC research and sow the seeds for the European Desktop Group.

How is the European Desktop Computing Group structured, and how does it map into IDC offices in the U.S.?

The group provides services covering the European markets for PC hardware, software, printers, terminals and elements of the developing multimedia markets.

Sarah Weeks, the principal printer market analyst has responsibility for coordinating key aspects of the group's research activities while working closely with **Julio Vial** to continue the outstanding turnaround in the European Printer Programme. **Fiona Macrae** spearheads the European PC and Quarterly Market Tracker Programmes, ably assisted by **Philip Williams**. **Jonathan Sheldrake**, a six-year veteran of IDC, runs the European Terminal Programme and also spearheads new research areas including small office/home office and multimedia. **Terry Ernest-Jones**, an experienced multilingual journalist-turned-analyst, is the group's main wordsmith, writing many of the bulletins and frequent newsletters in his own inimitable and very readable style.

For the last couple of years, the group has been responding to customer demand for a wider range of information delivery mechanisms and the need to get reports out the door within days of completion. **John Mulcahy**, assisted by **Clare Scanlon**, has been at the forefront of designing and implementing software which enables the production of our key statistical reports within hours, rather than weeks. John has also designed our user-friendly graphical user interface called "IDC Market Window," now the main method for delivering our quarterly PC market information. Customers adore this data analysis tool, and we are in the midst of enhancing and expanding its capabilities to provide even better user access to IDC information for PCs and, soon, printers.

As director of the group, it falls to me to guide the overall commercial progress, while still playing an active role as a PC market analyst. Last year, the links with the U.S. Personal Systems Group were reestablished with me reporting into **John Gantz** to help ensure that the very best products and services result from the combined expertise across the continents.

What is the European analysts network?

Europe is a collection of many very different national marketplaces. One of IDC's greatest strengths stems from the philosophy of having analysts who understand local conditions and trends based in each of the major country markets.

The analysts network is a collection of more than 10 individuals based in IDC offices across Europe who share their experience and information to create superior national as well as European services for our customers. Each quarter, the team members come together in a capital city to present the most recent findings on their respective markets and discuss ways in which closer working relationships and information exchange on common software platforms can improve the content and timeliness of our various deliverables.

Around the time of the IDC U.S. Briefing Sessions the entire team meets with IDC's leading analysts from the Personal Systems Group based in Framingham to be brought up to date with technology and market developments which may impact European markets in the months and years to come.

What are the future expectations for information needs within the PC, printer and related markets?

The slogan is "more accurate, detailed, timely and easily accessible." In the fast-changing PC and peripherals marketplace, our customers are demanding not only accuracy of information but reporting of market movements with increasing frequency. For example, IDC's European PC Quarterly Market Tracker program now provides detailed country sales breakdowns by brand, product type and distribution channel within six weeks of a quarter's end.

We must also be sensitive to the fact that the users of our information work within increasingly pressured environments, which means that how quickly and easily they can access the information needed is often as important as issues of quality and timing. Our mission must be to provide value to our clients through increasing the depth of locally researched information in a way which makes little demand upon their precious resources.

OFF SITE

IDG Italy's Bruno Agostini Pays Tribute to 'the King'

AT AGE 27, IDG ITALY CREDIT MANAGER BRUNO AGOSTINI MAY BE A MEMBER OF THE *so-called "Generation X," but his heart has a soft spot for things of the '50s and early '60s. He'd love to own a 1958 Chevrolet but right now has to settle for the half-model on his desk.*

IDG WORLD UPDATE

There's been another Elvis sighting, but that's not news to the staff of IDG Italy. It just means that Credit Manager **Bruno Agostini** has added another trinket to the Elvis shrine in his corner of the office.

When he was 13, a friend introduced him to an Elvis Presley recording, and Bruno was hooked. He now has more than 120 LP records, which he still plays on his stereo, and scours the official Elvis catalog to fill the gaps in his collection. "In the Ghetto" is his favorite tune.

Everything but the voice

Up until five years ago, Bruno sported an Elvis-like haircut and mimicked the entertainer's style of dress. With his dark hair and eyes Bruno came close to recreating the young Presley, with one significant difference. "Unfortunately, he can't sing!" a colleague laughingly pointed out, which apparently hasn't stopped Bruno from trying.

Not surprisingly, Bruno's dream is to someday visit Graceland, Presley's home in Memphis, Tenn. Although Presley's movie career helped propel him to superstar status, Bruno prefers to remember Elvis' contributions as a singer — although he grudgingly lists *Love Me Tender* as his favorite Presley flick.

"To me, Elvis really is the king. He's the representative singer of the rock 'n' roll era," Bruno said.

CHINA

continued from page 1

plants, research institutes, and universities in China, as well as the operating management, production, distribution, and marketing personnel throughout the electronics industry in China.

Also included in the joint venture publishing company will be the Chengdu Electronic Research Institute's other publication, *Software Week*, a weekly newspaper established in 1984, with a current paid circulation of 60,000. Its readers are the leading software engineers and programmers at computer centers throughout China, at universities and colleges, and within the computer industry.

According to IDG Chairman **Pat McGovern**, electronic product sales in China reached $18 billion in 1993, and are growing at 30% per year. "Imports account for over 50% of the market, giving a huge opportunity to the electronic industry worldwide to participate in what is expected to become the world's largest market for electronic products within the next 15 years," McGovern said.

Huang Zhi Yi is the director of the Chengdu Electronic Research Institute. The institute is located in Chengdu, the capital of Sichuan Province, the province with the highest concentration of electronic industry plants and research centers in China.

The Chengdu Electronic Research Institute is located at:

75 Jinhe Street
Chengdu
Sichuan, China 610015

Tel: +86-28-663-5938
Fax: +86-28-663-7817

ADDRESS CHANGE

IDG's *Publish* and *Macworld* licensee in Greece has moved. The new address is:

Geniki Ekdotiki Typou S.A.
26-28 Averof Street
Perisos
14232 Athens
Greece

Tel: +30-1-252-6060
Fax: +30-1-252-9059

Reminder

Please send information regarding IDG-sponsored shows, seminars, conferences and meetings for inclusion in a comprehensive calendar to be published in the *IDG World Update* in January 1995.

IDG Job Opportunities Update
Monday October 10, 1994

ASSOCIATE ANALYST, COMPUTER MARKETS (IDG RESEARCH SERVICES)
The Industry Analysis group is looking for an Associate Analyst to produce articles on the info-technology marketplace. Candidate will provide information and analysis to clients, establish and maintain information resources, and assist in the research survey process. Non-technical degree or 1-3 years experience required. Experience with spreadsheets, graphics and desktop publishing software a plus. Some travel required.

DIRECTOR, INTERNATIONAL SALES (WEC)
Ideal candidate will be responsible for promoting exhibit sales for all International IDG World Expo trade shows and events. Candidate will implement the marketing communications program necessary to support the international sales efforts. Qualified individual will have a proven track record of sales and marketing success as well as international experience.

SENIOR REPORTER (NW)
Network World is seeking a senior level reporter to cover a wide range of network technologies, trends and issues. Candidate should have at least 2 years of high-tech reporting and a proven ability to consistently break news.

DATABASE ANALYST WEST COAST (CWI)
The individual in this position will provide sales and strategic support using syndicated research data. Individual must be familiar with syndicated market and media research services (MRI Simmons). Knowledge of computer publications preferred. Experience with IMS Telmar necessary. Advertising agency experience a plus.

EDITORIAL ASSISTANT (IW)
InfoWorld is seeking a bright, ambitious individual interested in trade journalism as a career. Responsibilities in this position will include compiling news budgets, delivering faxes to the news staff and assisting with art research. Duties will also include some writing. PC literacy required.

SALES ACCOUNT MANAGERS - 2 Positions (IDG/B)
The successful candidate will maintain and increase the sales and market position of IDG Books Worldwide within a specific geographic location. Individual will manage customer relationships and create new customer alliances. Candidate must be highly motivated with a proven sales record. 1-3 years selling experience in computer books or related book trade required. College degree preferred. Travel required.

REGIONAL MANAGER / GAMEPRO (IFTW)
Ideal candidate will create effective sales strategies, establish aggressive sales targets to ensure growth of the magazines, and meet advertising revenue goals for the Northwest Region. A minimum of 5 years advertising experience, preferably in the consumer publishing industry preferred. Demonstrated closing and creative problem solving abilities are required. Excellent interpersonal and communication skills are essential.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services/	Mary Cornetta	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
IDG Framingham/ Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/	Kathleen Fantoni	(508)935-4531
LPC-PCW/ETA	Theodora Guest	(508)935-4766
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Jamie Maroney	(317)895-5222
	Pat Levenduski	(415)312-0622

IDG Job Opportunities Update

October 10, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	P/T Research Assistant	IDG Research Serv. Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Financial Systems Support	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Marketing Communications Manager	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	National Account Analyst	MSD, San Francisco, CA	J. Lampus	(415)705-6425
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
IDG / NC	PC Experts/Techical Writers (4)	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IMS	Sales Assistant	Sausalito, CA	L. Christofferson	(415)331-7571
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Senisor Rporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Billing Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Proofreader	Framingham, MA	D. Miller	(508)935-4133
IDC	Marketing & Product Dev. Mgr.,Consulting	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant,Marketing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Writer	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Notes - Elec. Desktop Publishing Spec.	Framingham, MA	S. Brown	(508)935-4099
IDC	Survey Research Analyst, International	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Database Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Telephone Interviewer (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Editor of Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Editorial Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Analyst / Writer	San Mateo, CA	L. Schmid	(415)312-0669
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor	San Mateo, CA.	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

October 10, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Comm. & Spreadsheet	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (6)	San Mateo, CA	L. Schmid	(415)312-0669
IW	News Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to VP, US Sales	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Customer Service Representative	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (4)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW	Administrative Assistant	Atlanta, GA	J. Sutter	(404)394-0758
PCW	Circulation Director	Multimedia World, San Francisco,CA	H. Martin Maier	(415)978-3302
PCW	Director of Marketing	Multimedia World, San Francisco,CA	G. Mason	(415)978-3270
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Advertising Account Manager	Multimedia World, Midwest	P. Navone	(415)267-1769
PCW	Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Asst. to President and COO	San Francisco, CA	M. Chow	(415)978-3272
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Opoerations Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editorial Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Copy Editor / Electronic Ent.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Specialist	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Electronic Media Publishing Specialist	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

An Update From Thomas Cook Travel

Tips for Corporate Travel

***Lyndsey Pomella**, manager of Thomas Cook Travel, contributes this monthly column to share travel tips and negotiated benefits with IDG employees. If you have questions or suggestions for future columns, please contact Thomas Cook by telephone: 508-935-4432 (East Coast) or 415-267-1740 (West Coast) or by E-mail: T.Cook.*

24-Hour Ticket Assistance is Available

For emergency or last-minute travel arrangements after normal business hours when your local corporate travel office is closed, Thomas Cook's toll-free 24-hour Emergency Travel Center will assist you. Open 365 days a year, the center is staffed by Thomas Cook travel counselors who can access your reservations regardless of which Thomas Cook office booked the flights. The emergency telephone number and your membership ID code are printed on the bottom of each travel itinerary. Providing your membership code to the Emergency Center staff will expedite the retrieval of your record.

Cancellations and refunds

Unused airline tickets are negotiable documents and should never be discarded. You must return all unused flight coupons to Thomas Cook in order to receive credit or a refund. Returning an unused ticket does not automatically cancel the reservation. You must speak with a Thomas Cook travel counselor to cancel all air, hotel and car arrangements. When canceling hotel reservations, it is wise to obtain a cancellation number.

Lost tickets

Handle your airline tickets as you would a credit card or cash. If your ticket is lost or stolen, notify Thomas Cook immediately. A lost ticket application, available at all airline ticket counters, must be completed. The Corporate Travel Department can also submit one at your request.

Please note that a refund will be issued only after the airline has determined that the lost ticket was not used. Non-refundable airline service charges may apply and processing time may range from 60 days to one year.*

Restaurant Card Offers IDG Travelers 25% Discount

Under an exclusive arrangement with Transmedia Network, Inc., IDG travelers are entitled to a 25% discount on meals and beverages when they use The Restaurant Card. Travelers can chose from more than 3,000 participating restaurants in a number of major business centers including New York, Los Angeles, San Francisco, Boston, Philadelphia, Chicago, Washington, D.C. and the U.K.

First year free

The $50 annual membership fee for the first year will be waived for all IDG travelers. To take advantage of this offer, you'll need to fill out a special application form available from the Corporate Travel Office and indicate the credit card account (Visa, MasterCard or Discover) you wish to charge when using The Restaurant Card.

How it works

Simply present The Restaurant Card like you would any other credit card when paying your restaurant bill. Transmedia will charge your designated Visa, MasterCard or Discover account for the full amount of the charge slip, and the 25% savings, excluding tax and tip, will appear as a credit on your credit card statement.*

Please call IDG's Corporate Travel Department at 1-800-743-4432 for additional information or to have an application forwarded to you.*

Significant Savings on Shuttle Services

Thomas Cook has negotiated discounts on Super Shuttle airport ground transportation at the following airports: Los Angeles International, Orange County/John Wayne International, Burbank, San Francisco International; Phoenix and Dallas/Fort Worth.

Discounts vary depending upon the fare. IDG travelers receive $1 off fares from $10-$19.99; $2 off fares from $20-$28.99; and $3 off fares $29 and higher.

Thomas Cook has also negotiated a corporate rate for IDG travelers using the Park, Shuttle and Fly service at Boston's Logan Airport. Travelers receive a $2 discount per day off of the $9 per day charge.

Coupons for all of these services may be obtained from IDG's Corporate Travel Department.

MILEAGE REIMBURSEMENT INCREASE

Effective Oct. 1, 1994, the reimburseable mileage charge for all IDG U.S. employees is $.28 per mile.

---

*Some information has been excerpted from the *Thomas Cook Corporate Traveler* Spring/Summer 1994 issue.

NOTEWORTHY

NEW EMPLOYEES

IDG Books in Indianapolis welcomes **Diane Giangrossi** as a copy editor. Diane, previously an assistant instructor at Indiana University's School of Journalism in Bloomington, graduated with a BA in English from Monmouth College and has completed 15 credits toward an MA in journalism. Diane's outside interests include traveling, reading and computers.

ROB RUBRIGHT

HIBSER

Joy Hibser has joined IDG Books in San Mateo as a merchandiser. Prior to joining IDG Books, Joy worked as a customer service representative in the J.C. Penney Regional Credit Office. Joy is a full-time student at Ohlone College in Fremont, Calif., but still finds time for mountain biking, skiing and softball.

IDG WORLD UPDATE

FLUTIE

Computerworld welcomes two new employees who will share receptionist duties. **Joan Flutie** is the company's new morning receptionist and comes to *CW* from Roche Brothers in Natick, Mass. Joan lives on Lake Cochituate and enjoys most water sports and is an avid golfer.

IDG WORLD UPDATE

PIKOSKY

Kathleen Pikosky will be welcoming callers to *Computerworld* during the afternoon. Prior to joining *CW*, Kathy was a claims adjuster for an auto insurance agency. She has a BA in psychology and sociology from Albertus Magnus College and is studying office administration at Mass Bay Community College. When Kathy has a free moment she enjoys spending time with her 18-year-old daughter, gardening and participating in parish activities.

Vicki O'Regan has been hired as a sales assistant at IDC, responsible for supporting the New England regional manager. Vicki has a BA in psychology and Spanish from the University of Massachusetts/Boston and an AA in legal administrative assisting from Cape Cod Community College. Outside the office, Vicki enjoys spending time with her 16-month-old son.

Federal Computer Week has hired **Steven Vito** as associate publisher. Previously VP/advertising director for InfoWorld Direct, Steven received both his BA and MBA from Boston College. In his free time Steven enjoys playing piano and makes time for a few rounds of golf.

John Pescatore has signed on as research director for IDC Government. Most recently John worked as technology manager for GTE Government Systems, overseeing internal research and development programs. He has a BSEE from the University of Connecticut and enjoys bicycling and writing in his free time.

TRANSFERS

Ann Marcus, formerly associate reviews editor for *InfoWorld*, has joined *Electronic Entertainment* as a reviews editor. Ann first joined IDG in 1990 when *Lotus Magazine*, where she worked as associate technical editor and associate features editor, was acquired by IDG. She has a BA in sociology from the University of California at Los Angeles and an MBA in business analysis from San Francisco State University. While photography is her passion, Ann also enjoys studying Spanish and Hispanic cultures, doing massage and correcting her friends' grammar.

CW Burlingame Takes to the Sea

COMPUTERWORLD
1994 STAFF SAIL

COMPUTERWORLD, INC. PRESIDENT GARY BEACH AND VP/RESEARCH FOR IDG *Research Services, Judd Aschenbrand joined members of CW's Burlingame, Calif., crew for a day of sailing on the San Francisco Bay. (Top row L-R:) Elizabeth Cooper, Denise Hui, Matthew Moran and Mark Halper. (Center row L-R:) Judd Aschenbrand, Denise Garcia, Linda Holbrook, Shannon Dempsey, Andrea Zurek, Nikki Wilson, Jim Schott, Christine Curry, Charlie Babcock, Gary Beach, Kathryn Webber, Yvonne Zuniga, Elaine Offenbach, Ernie Chamberlain, Lisa Kowalski, Jean Bozman, Leticia Lehane, Rick Espinoza. (Lower right L-R:) Emily Gaytan, Kaye Sharbrough, Paula Zahokos.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Nancy Mallette - IDG
Lloyd Cohen - IDC

THIRTEEN YEARS

David Brown - IDC

TWELVE YEARS

Mary Hatwell - BCP

ELEVEN YEARS

Mary Doyle - Computerworld

TEN YEARS

Melvyn Bennett - IDG Hong Kong
Madeleine Spencer - IDC

NINE YEARS

Carol Spach - CIO
Alberto Estrada - IDG Mexico

EIGHT YEARS

Claude Giffard - IDG France

SEVEN YEARS

Martha Stephens - IDG
Jill Greer - Computerworld
Val Landi - IDG
Janet Ohlsson - InfoWorld

SIX YEARS

Elaine Ouellette - IDG
Terrence Jones - IDG
Betsy Buma - IDG
Greg Silva - PC World
Linda Rich - IDC
Janet Nixon - IDC

FIVE YEARS

Margaret Hennessy - Computerworld
Shirley Sweeney - IDG
Barbara Wierzbicki - Network World
Anne Nickinello - Network World
Hilal Sala - IMI
Luanne Newman - PC World
Sarah Bertacchi - InfoWorld
Gisela Nerke - IDG Germany
Francisco Rodriguez - IDG Spain
Deborah Alventosa -IDG Spain
Marco Tennyson - IDG Italy

FOUR YEARS

Nancy Whittaker - Computerworld
Jennifer Rizzo - IDG
John Carpenter - Computerworld
Julie Savage - Federal Computer Week
Lori Beth Sadewitz - CIO
Sandy Heistand - IDG Central Services
Alex Daunys - InfoWorld
Tom Quinlan - InfoWorld
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jaime Taboada - IDG Spain
Renate Sänger-Ott - IDG Germany
Aurelio Llorente - IDG Spain
Anne Nichols - Macworld
Lily Cheung - Macworld
Joanna Pearlstein - Macworld
Bruce Davidson - IDC
Phillip Hulbert - IDC
Robert Peyton - IDC
Veryl Alan Wilcox - IDC
Sheila Behravesh - IDG Books
Kimberlee Clark - IDG Books

THREE YEARS

Kimberly Morneau - CIO
Martin LaMonica - Int'l Publishing Services
Batel Libes - IMI
Linda Wesley - PC World
Todd Fong - IDG Central Services
Francis Aviani - PC World
Jeffrey Bertolucci - PC World
Cathryn Baskin - PC World
Christine Lewandoski - InfoWorld
Jose Luis Palacios - IDG Spain
Andrea Balogh - IDG Denmark
Enrique Vargas - IDG Mexico
Lennart Sandelin - IDG Sweden
Rolf van den Brink - IDG Sweden
Steve McClure -IDC
Brent Romero - IDC
Jennifer Vettraino - IDC
Margaret Bonar - IDG Books

TWO YEARS

Terry Sanders-Prentice - Network World
Cara Cunningham - Int'l Publishing Services
Mard Naman - Publish
Uli Diehlmann - PC World
Dawn Kezer - InfoWorld
Josiane Feigon - InfoWorld

ONE YEAR

John Thorton - IDC Government
Michelle Reeves - Computerworld
Claude Garbarino - Computerworld
Stacy Sidman - IDG World Expo
Dora Jeffers - Computerworld
Jennifer Claus - Computerworld
Lisa Judd Perkins - IDG World Expo
Nikki Wilson - Computerworld
Katherine Auer - CIO
Vicki Anderson - Advanced Systems
Licia Slimon - PCW Online
Arden Hoffman - PC World
Jennifer Ambrulevich - Publish
Andy Eddy - Infotainment World
Paul Curthoys - Infotainment World
Peter Mayer - InfoWorld
Stacia Burke - InfoWorld
Clair Whitmer - InfoWorld
Mariva Aviram - InfoWorld
Claudio Zuin - IDG Italy
Massimo Rossetti - IDG Italy
Riccardo Granata - IDG Italy
Clayton Haberman - Macworld
Mattias Sköldberg - IDG Sweden
Patrick Thörnqvist - IDG Sweden
Michael French - LINK
Elizabeth Macareno - IDC
Kimberley Chen-Smith - IDG Books

ADDRESS CHANGES

New address for India licencee:

Media Transasia (India) Private Ltd.
K-35, Green Park
New Delhi 110 016
India

Tel: 011-91-11-6868775
Fax: 011-91-11-6867641

New address for CW Atlanta sales office:

Computerworld
3675 Crestwood Parkway
Suite 400
Duluth, GA 30136

Tel: 404-931-8104
Fax: 404-931-8106

CELEBRATING 10

Maureen Mottonen

HOME: Toronto, Ontario

PROFESSION: Vice President, Shared Research Services

JOINED IDC: September 1984, as a research analyst within the Shared Research Services Group of IDC Canada

JOINED IDC BECAUSE: As an unemployed university graduate at the end of the summer of 1984, I believed it would be a great place to work while I looked for a position that would lead to a real career.

DID YOU THINK YOU'D BE HERE 10 YEARS? As my career plan at that time undoubtedly reveals, the prospect of being employed by IDC for an extended period was not high on my list of priorities.

WHAT'S KEPT YOU AT IDC FOR 10 YEARS? As I began working, I discovered that IDC offers a range of benefits and opportunities that are difficult to match elsewhere. Past and present members of the Shared Research Group have also provided the opportunity to work with a talented and humorous group of individuals.

MOST CHALLENGING PART OF YOUR JOB: Anticipating and delivering on the information requests of clients who frequently need the information yesterday.

BEST PART OF YOUR JOB: Hearing from the members of the Shared Research Group, as well as from our clients, that the work we deliver is valued and used.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Offer me more money!

IDG CHAIRMAN PAT MCGOVERN RECENTLY ESCORTED MAUREEN *Mottonen to lunch in honor of her 10th anniversary with IDC Canada, a date that coincided with the 10th anniversary of the subsidiary itself.*

INTERESTS OUTSIDE THE OFFICE: As a significant number of outstanding home renovation projects draw to a close, I have more time for downhill and cross-country skiing in the winter and golfing during the summer.

DREAM DESTINATION: An extended vacation in Ireland.

MANAGER'S PROFILE: "Maureen was the first employee hired after IDC Canada's founding 10 years ago, and since then she has earned the respect of the entire Canadian vendor community for her analysis and forecasting of our domestic IT industry."

— Paul Kennedy, Country Manager, IDC Canada

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 42
October 17, 1994

GAMEPRO AND BLOCKBUSTER VIDEO SPONSOR WORLDWIDE VIDEO GAME CHAMPIONSHIP
PAGE 2

IDG PLANTS FIRST FLAG IN MACEDONIA WITH LICENSE FOR PC WORLD
PAGE 4

IDG HR AND IDC TEAM UP TO HOST BRIEFING SESSION FOR EMPLOYEES
PAGE 5

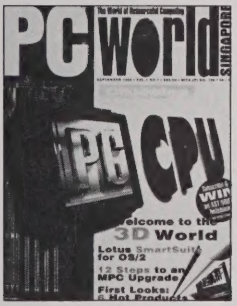
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PC World Relaunched in Singapore

PC users in Singapore recently got their first look at the country's relaunched IDG title, *PC World Singapore*. Published under license by Communication Resources PTE Ltd., the monthly joins *Computerworld Singapore*, published by IDG's wholly owned subsidiary, Asia Computerworld Communications, as IDG's second title in the local market.

At the same time, Communication Resources relaunched a Malay edition of *PC World* to cover the Malaysian market. Circulation at the two editions is 15,000.

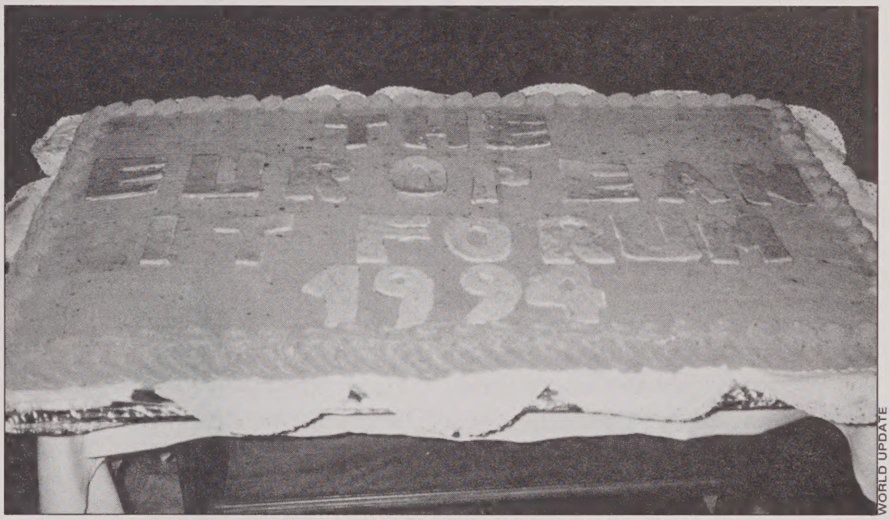


According to **Seow Teck Cheong**, managing editor of *PC World Singapore* and *PC World Malaysia*, staff enthusiasm for the new publications is high. "Everyone put in long hours, working late to ensure we had put just the right finishing touches on our first issue," Seow said. "I am sure we have a winning product that people will buy."

In the past, *PC World* had been pub-

•CONTINUED PAGE 4•

IDC Stages Fourth Annual European IT Forum



WORLD UPDATE

A GALA DINNER CELEBRATION WAS THE ICING ON THE CAKE EARLIER THIS MONTH *when an overflow crowd gathered to hear analysts and IT industry leaders discuss key issues affecting the development of the European IT industry at IDC's fourth annual European IT Forum.*

More than 500 top IT executives met in Rome to gather the latest intelligence on Europe's budding Information Superhighways — or "I-ways" — at IDC's 1994 European IT Forum Oct. 3-5.

IDC's fourth annual European conference, entitled "Convergence and Superhighways: Paving the Way to European Recovery," featured presentations from IT-industry leaders who urged Europe to move more swiftly and decisively toward an "information society" that could help accelerate the region's economic recovery. Such industry heavyweights as 3Com Corp.'s French-born chairman and CEO Eric Benhamou, Carlo De Benedetti, chairman and CEO of Ing. C. Olivetti & Co. and Siemens Nixdorf Information-systems Chairman and CEO Gerhard Schulmeyer called for cultural and regulatory changes in Europe that will help it match the U.S. and Asia in building information infrastructures that spur economic growth.

"The demand is here; the European IT industry will grow from $684 billion to $1 trillion by the year 2000," **Roberto**

•CONTINUED PAGE 5•

GamePro Scores with Worldwide Video Game Tournament

Joint marketing program with Blockbuster Video attracts more than 250,000 entrants while boosting visibility and sales for co-sponsors

WELCOME
MARK
WORLD GAME
BLOCKBUSTER VIDEO
FRED
WINNER

SEGA CHAMPION FRED DOUGHTY OF BALTIMORE, MD (LEFT) AND SNES CHAMPION *Mark Guinane of Manchester, Mass., (second from right) received a hero's welcome from the entire GamePro staff. (From left) Senior Associate Editor Lawrence Neves, Senior Editor Andy Eddy and Executive Editor Wes Nihei join them in the GamePro lobby.*

GamePro demonstrated the effectiveness of integrated marketing this summer through an alliance with Blockbuster Video, the largest video store chain in the U.S. The resulting promotional event — the first worldwide video game competition — heighted visibility of the *GamePro* name and increased traffic, rentals and sales in Blockbuster stores.

The roots of the video game championship date back two years when a Blockbuster franchisee asked *GamePro* to co-sponsor a video game tournament in several Kansas cities. (Blockbuster rents and sells video games in addition to movie videos, and *GamePro* is the only magazine of its kind sold in all Blockbuster stores.) The tourney was so successful that Marketing Manager **Valerie Hennigan** called Blockbuster's corporate headquarters and proposed joining forces for a national promotion. After a test event in Orlando, Fla., last year, the stage was set for The Blockbuster Video 1994 World Game Championship.

250,000 contestants

The tournament began when more than 250,000 video gamers aged 20 and under competed at their local Blockbuster Video stores to earn the right to play in the finals in Fort Lauderdale, Fla., Aug. 20-21. At the finals, 230 U.S. qualifiers and national winners from Canada, Australia, Chile and the U.K. advanced through playoff rounds on Sega Genesis and Super Nintendo Entertainment System (SNES) formats. One player from each platform was crowned World Champion.

Each champion received the grand prize of a four-day trip for four to San Francisco, Calif. Their itinerary included visiting *GamePro*'s test lab and becoming editors for a day, during which time they helped the staff play and review the latest games. Their reviews — along with photos and bylines — will appear in the December issue. *GamePro* also arranged for them to tour the corporate headquarters of video game software developers Capcom USA and Electronics Arts, where their images were digitized into an upcoming video game.

A 'win-win' promotion

"The beauty of integrated promotions is they are set up to be "win-win" for everyone involved," Hennigan noted.

"Blockbuster Video is a strategic partner in terms of product positioning and our overall marketing strategies. They've been a great partner to work with."

In one example of a cooperative strategy, *GamePro* printed one million extra copies of a 16-page strategy guide for the games featured in the tournament. The guide had been bound into the June issue. Blockbuster gave a copy of the guide to everyone who rented a video game the week tournament sign-ups began.

According to Hennigan, the 1994 tournament represented the most money Blockbuster ever spent on a promotion. Both companies are already gearing up to replicate the success next year.

NEW ADDRESSES

Address information for IDG's newest licensees:

PC World Singapore
Communication Resources PTE Ltd.
Block 1008 Toa Payoh North #07-01
Singapore 1231

Tel: 65-256-6201
Fax: 65-251-0348

PC World Macedonia
Astor d.o.o.
Tasko Karadza Br. 24
91000 Skopje
Republic of Macedonia

Tel: 389-91-206815
Fax: 389-91-593304

IDG's Turkish publishing partner IDG/UFT has a new fax number:
90-212-282-64-09

ON LINE

PAT MCGOVERN

IDG's chairman is this week's columnist.

Q The majority of IDG publications use the suffix "world." However, a number of other IT publishers are launching publications such as *CD-ROM World* and *Virtual Reality World*. Has IDG ever tried any legal maneuvers to maintain exclusive use of the "world" suffix?

A We have carefully researched the legal basis of publication trademarks and found that in English-speaking countries the word "world" is considered a descriptive, generic word that cannot be trademarked. So, other publishers are free to use the suffix "world" in association with other words that create a distinctive title that can qualify for a trademark. However, we do think ahead to identify the markets for new technologies and applications for which we might like to launch a publication or an exposition in the future. Then, we invest to reserve names combining the field description with the word "world" so as to have an IDG-style title available when we wish to use it.

Do you feel it is important for individual business units to establish and promote their own identities as opposed to aligning themselves with the IDG name?

The right choice is the one that works best with the target customers of the individual business unit.

In general, customers like to feel that they are dealing with a business unit that focuses on the products and services of most interest to the customer. So, promoting the individual brands and business names of IDG business units allows the customer to clearly understand the special qualifications and advantages of dealing with that specific IDG business unit.

Customers also appreciate IDG's decentralized style. They know that when they are talking to the managers of an IDG business unit, they are talking to the real decision makers, not people who have to get final approval from unfamiliar people thousands of miles away.

However, customers do want to feel comfortable about the financial strength of the business they are dealing with and its corporate culture and style. Therefore, identifying the business unit as a member of the IDG family reassures the customer that the business unit has access to substantial financial resources, global expertise and a culture that is dedicated to top-quality products and excellent service.

In recent years IDG has established a Business Review Board for each of its business units. What is the role of these boards and who serves on them?

The role of a business unit's Business Review Board (BRB) is to provide ideas, information and advice to help a business unit be as successful as possible.

Members of the BRB are heads of other IDG business units and at least one member is from the IDG Executive Committee. The BRB helps the head of the business unit develop an appropriate business strategy for the next three to five years and to establish a proposed operating plan for the next fiscal year. With the endorsement of the BRB, these are then sent to IDG's Executive Committee for final approval. However, the recommendation of the BRB is very influential in having the plan approved.

The BRB meets about once a quarter with the business unit head to monitor progress on meeting the plan and to assess any changes in market or competitive conditions that affect the business unit's current operations or future plans.

The BRB also assists the business unit head in evaluating potential new product launches or acquisitions. Again, the BRB's recommendation to IDG's Executive Committee is very influential in this regard.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

IDG Breaks New Ground with *PC World Macedonia*

The Republic of Macedonia, which became an independent country just three years ago following the breakup of the former Yugoslavia, will soon have an IDG title to call its own. *PC World Macedonia*, due out next month, will be published by Astor d.o.o., a new company formed specifically to publish the monthly title.

Although the publication will face limited competition from two small computer titles in the local market, *PC World Macedonia* will be the first to incorporate overseas editorial. Initially, *PCW Macedonia* will combine local coverage with information from its U.S. sister publication as well as *Computerworld*. Under terms of the license, *Computerworld Macedonia* will be spun off as a standalone publication within a reasonable period of time, according to **Tim Clarke**, IDG International Publishing Services vice president/licensing.

"Astor has studied the two small local IT titles in the market and believes that it can deliver a far superior product with its edition of *PC World*," Clarke said. "They have a modest circulation target of 2,000 at launch and have identified more than 100 potential advertisers they intend to call on."

Bulgaria connection

The inspiration for *PC World Macedonia* owes much to the high quality of the IDG titles being published by IDG Bulgarian publishing partner IDG Technika Communications.

Astor Managing Director **Vanco Zrncev** and Managing Editor **Gjorgji Jacovski** came across issues of Bulgarian *Computerworld*, *Network World* and *PC & MacWorld* while on business in the neighboring country. They contacted Managing Director **Tatiana Hinova** who put them in touch with Clarke in Boston.

"I was very impressed with the eagerness and seriousness that this team has shown toward the project," Clarke said. "Although Macedonia is a small market, we anticipate rapid growth over the next few years."

INTERNATIONAL PUBLISHING SERVICES' *Tim Clarke (front, right) poses with some of the Astor staff following the signing of a license for PC World Macedonia. Top row l-r: Adem Kacarevic, review editor; Vanco Zrncev; Gjorgji Jacovski; (front, left) Marina Jacovska, secretary.*

SINGAPORE

continued from page 1

lished by the IDG subsidiary, however, that office ceased publication of the monthly early this year, and the decision was made to license the title to another company. "The first issue looks great and reinforces our view of Communication Resources as a first-rate publisher," noted **Tim Clarke**, vice president/licensing at IDG International Publishing Services in Boston. "The quality reflected in the first issue will help overcome any advertiser hesitancy from the interruption in publication."

PC World Singapore and *PCW Malaysia* are published in English and sold both on the newsstand and through subscription sales. They face competition from several local IT publications and a new Ziff-Davis licensee plans to launch *PC Magazine* in both markets early next year, according to local sources. In addition to *PCW*, the company also publishes magazines targeting desktop publishing and multimedia.

PCW SINGAPORE'S EDITORIAL TEAM INCLUDES (L-R) TC SEOW, MANAGING EDITOR; *N. Sridharan, features editor, Nebojsa Novakovic, consulting editor; and David Yee, marketing manager.*

IDG Job Opportunities Update

Monday October 17, 1994

CORPORATE TRAVEL MANAGER (IDG)

The individual in this position will be responsible for managing IDG's travel policies, communications, vendor negotiations and relations, and strategic planning. This high profile position will also be responsible for conducting travel seminars at IDG business units and assisting financial managers in planning business unit travel expenses. Ideal candidate must have at least 10 years experience in the travel industry. Excellent communication skills essential. PC and MAC experience required.

PART/TIME EXECUTIVE ADMINISTRATIVE ASSISTANT (IDG / ASIA)

IDG's Asia Support Center is seeking a part-time administrative assistant for its Boston location. The ideal candidate should have a college degree and be extremely detail-oriented. Individual must be able to type 50-70 wpm. Chinese language skills a plus.

RECEPTIONIST (IDC WEST)

The individual in this position will greet clients, handle switchboard operations and prepare and handle all incoming and outgoing domestic and international mail. Candidate will also provide general administrative support, maintain courier supplies, and distribute incoming faxes as needed. Macintosh skills preferred. College degree a plus.

PART-TIME TELEPHONE INTERVIEWER (CWI)

Computerworld Database Division is looking for an individual to interview IS professionals. This position requires previous telephone experience and excellent communication skills. Candidate must be detail-oriented, accurate and able to adapt to changes in surveys.

SALES ADMINISTRATOR (CWI)

The individual in this position will manage the daily operations of the Atlanta office. Responsibilities will include typing presentation materials, proposals, market information, sales summaries and correspondence to clients. Duties will also include ordering and maintaining the supply inventory. Candidate will develop and maintain weekly tearsheeting system of district clients' editorial coverage in Computerworld and competitive publications. Individual will receive, monitor, and process credit applications, contracts, insertion orders and correspondence.

ACQUISITIONS MANAGER (IDG/B)

The successful candidate will be responsible for managing all aspects of sourcing and signing new titles, authors, and managing relationships with major computer software and hardware manufacturers and other IDG publications. A minimum of 3 years acquisitions management experience required. Excellent communication, project management, relationship development, negotiation and hiring skills are necessary. Organizational skills a must.

EDITORIAL ASSISTANT (IDG/B)

The individual in this position will assist the Publisher and the Editorial Director in providing general clerical duties and higher level administrative support. Candidate must be computer literate and possess excellent organization and communication skills. Minimum of 3 years experience required.

IDG Job Opportunities Update
Monday October 17, 1994

DATA ENTRY ASSISTANT (IDG/B)
Responsibilities in this position will include entering orders, customer service, follow-up and support. Candidate must be flexible, team spirited, detail-oriented and able to work in a fast-paced environment. Computer literacy, word-processing and database experience required.

COMPOSITION DESIGNER (IDG/B)
Candidate will be responsible for designing book format and accompanying illustrations. Some page formatting necessary. Proficiency in QuarkXPress, Freehand, Adobe Illustrator and Photoshop required. Individual must be self-motivated, independent, flexible and detail-oriented. Strong design skills and a working knowledge of page layout and page formatting necessary. Experience in book publishing industry preferred.

SENIOR FINANCIAL ANALYST (IDG/B)
The individual in this position should have a strong background in accounting, finance and IS, including working with databases, reports and spreadsheets. A minimum of 4 years experience in product sales and manufacturing required. Individual must be innovative and self-motivated. Supervisory and book publishing experience preferred. MBA a plus.

EXECUTIVE ASSISTANT TO THE PRESIDENT (IDG/B)
Candidate should have at least 4-5 years experience reporting to a senior level executive in a fast-paced environment. Individual should be MAC literate with experience using MS Word, Excel, Org Plus and DTP packages. Project management, organization and decision making skills are necessary. Two years business or secretarial school preferred. College degree desired.

ADMINISTRATIVE ASSISTANT (PCW)
Successful candidate will provide administrative and clerical support to the Marketing and Research Departments. Responsibilities will include producing and updating presentations for sales, marketing, and research. Excellent communication and organizational skills are necessary. Must be proficient in Excel, Word and Freelance Graphics for Windows. Basic knowledge of Paradox a plus.

SENIOR RESEARCH ANALYST (PCW)
The individual in this position will support Ad Sales and Marketing with well researched information which will allow them to market PC World effectively. Candidate will serve as primary contact person in research for requests and questions. Duties will include managing secondary research information and media research databases (MRI). Strong analytical and communication skills are necessary. Individual must be familiar with high-tech industry and proficient with PC software such as spreadsheets, database and presentation software.

EXECUTIVE ASSISTANT TO THE PRESIDENT (IFTW)
The primary responsibility in this position will be to provide administrative support to the President. Must be able to work independently as well as with various levels of management. Individual must be well-organized and detail-oriented with superior follow through skills. A minimum of 3 years executive level administrative experience necessary. Excellent communication and time management skills necessary. Knowledge of the Macintosh required.

IDG Job Opportunities Update

October 17, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Corporate Travel Manager	Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Executive Admin. Asst. / IDG Asia	Boston, MA	P. Fowler	(508)935-4796
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
IDG / NC	PC Experts/Techical Writers (4)	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
IDG / IMS	Sales Assistant	Sausalito, CA	L. Christofferson	(415)331-7571
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
IDG / NC	Technical Writer	IDG Newsletter Corp., Boston, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Customer Service Representative	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Senisor Rporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Billing Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	IS Support Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC / West	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Proofreader	Framingham, MA	D. Miller	(508)935-4133
IDC	Marketing & Product Dev. Mgr.,Consulting	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant,Marketing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Notes - Elec. Desktop Publishing Spec.	Framingham, MA	S. Brown	(508)935-4099
IDC	Survey Research Analyst, International	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	Program Manager, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Sales Administrator	Atlanta, GA	B.Hockswender	(404)931-8104
CWI	P/T Telephone Interviewer	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Editor of Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Editorial Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor	San Mateo, CA.	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Comm. & Spreadsheet	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (6)	San Mateo, CA	L. Schmid	(415)312-0669
IW	News Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

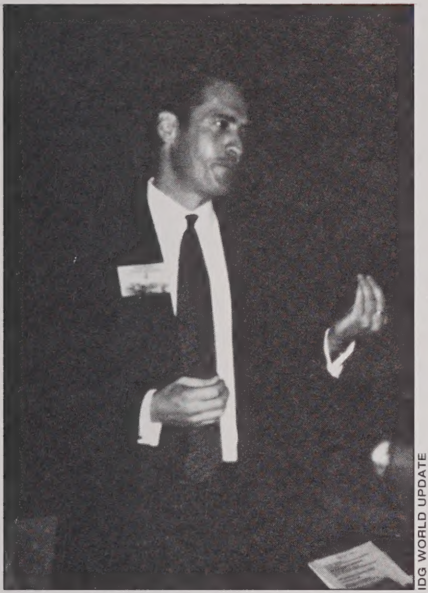
October 17, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Acquisitions Manager	Indianapolis, IN	J. Maroney	(317)895--5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895--5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895--5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Senior Financial Anlayst	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to the President	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to VP, US Sales	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Customer Service Representative	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW	Senior Research Analyst	Sam Francisco, CA	C. Brink	(415)978-3254
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW	Circulation Director	Multimedia World, San Francisco,CA	H. Martin Maier	(415)978-3302
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Asst. to President and COO	San Francisco, CA	M. Chow	(415)978-3272
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IMI	Regional Advertising Director (2)	Advanced Sys.,San Francisco, CA	F. Lee	(415)267-1722
IFTW	Executive Assistant to the President	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Opoerations Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editorial Assistant / Books Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Copy Editor / Electronic Ent.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Specialist	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Electronic Media Publishing Specialist	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Trade Show / Events Manager	San Mateo, CA	D. Vernon	(415)286-2504
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Financial Analyst	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Ad Coordinator	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

IT FORUM

continued from page 1


IDG WORLD UPDATE

DOUG MCLEOD, IDC'S MIDDLE EAST *research manager, leads a session on emerging IT markets in the Middle East.*

Masiero, president of IDC Europe, told the gathering of invited IDC clients, media representatives and attendees from other IDG business units.

"There is the potential for European technology to be as good as American, but the deployment is far behind," Benhamou said in his opening-day presentation. "People setting the pace of this industry today are not Europeans.

"There is a pretext not to focus on technology in Europe," he added. "A sense of urgency is missing, and bureaucracy is winning."

Networking opportunity

In addition to the formal content of the three days of IDC briefings and workshops on a range of IT topics, attendees used the conference as an opportunity to network with Europe's most important IT executives.

"The Forum drew a good crowd," noted IDG News Service Paris Bureau Chief **Marc Ferranti**. "It's the cream of the crop in the IT community here [in Europe], and the chance to talk to key execs, analysts and users all in one place is as valuable as the conference itself."

IDC Updates IDG Colleagues on U.S. Market Trends, Vendor Strategies

IDG WORLD UPDATE

(FROM LEFT) PETER BURRIS, GIGI WANG, NICOLE ROTH AND DON BEST WERE AMONG *the IDC contributors to the IDG Technology Trends Briefing Session.*

Some 130 IDG employees representing almost every U.S. business unit and several overseas offices attended one of the two Technology Trends Briefing Sessions (TTBS) held last month on the East and West Coasts.

Organized by **Martha Stephens**, VP/IDG Human Resources and **Don Best**, VP/IDC Consulting, the one-day session provided IDG sales, marketing, editorial and research professionals with updates on U.S. market trends and vendor strategies.

A total of seven IDC analysts provided attendees with insights into the software, networking, desktop computing and multiuser system and server markets. Presenters included **Peter Burris**, director, Worldwide Systems and Servers Research; **Anthony Picardi**, director, Software Research; **Nicole Roth**, analyst, PC Software; **Richard Zwetchkenbaum**, research director, PC Hardware; **Gigi Wang**, vice president, Communications Industry Research; **David Card**, director, Software Research; and **Eric Lewis**, manager, PC Hardware Research.

In addition, the analysts participated in a Vendor Scorecard Roundtable in which several top vendors were reviewed and the audience was able to pose questions to the panel regarding specific accounts.

Modeled on IDC Briefing Sessions

The IDG TTBS is an internal-audience-based version of IDC's highly acclaimed Briefing Sessions, presented annually for clients. "TTBS provides a concise yet thorough market update," noted Stephens, adding that the program had originally been intended as part of the sales training series but was opened up to an expanded audience when it became apparent others were interested in attending.

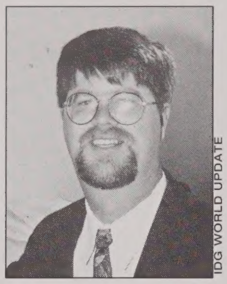
"**Bob Ostrow** [*PC World*], **Dave Peterson** [*Computerworld*] and **Joan Kelly** [*Macworld*] assisted Don Best and me in the design of this year's program," said Stephens. "Their input resulted in a program targeted specifically to the needs of sales, marketing and research professionals at IDG."

The East Coast session was videotaped; anyone interested in borrowing a copy should call **Matt Somers** at 508-935-4514, E-mail: M.Somers.

The next sessions will be held in September 1995 on the East and West Coasts.

NOTEWORTHY

PROMOTIONS


IDG WORLD UPDATE

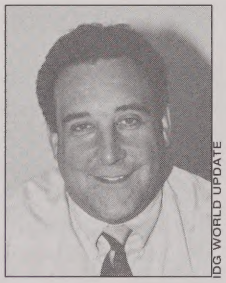
CHITTENDEN

Ed Chittenden, formerly circulation director for *Publish* and *Advanced Systems*, has been promoted to chief operating officer of **Advanced Systems**.

An IDG employee since 1987, Ed has also served as the associate publisher of *Publish*. In his new role, Ed will work with Advanced Systems Publisher **Stan Vanocur** to oversee all operational and financial areas of the magazine.

In making the announcement, IMI President **Gordon Haight** said, "Ed has made superb contributions to the company on a variety of projects over the past seven years. I have every confidence that he will be a great asset to the magazine as it enters its new growth stage."

NEW EMPLOYEES


IDG WORLD UPDATE

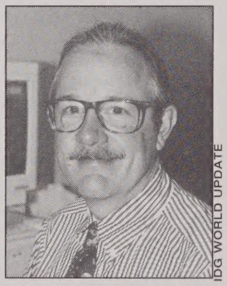
DANIELS

Macworld welcomes **Stephen Daniels** as its new director of finance. Stephen most recently ran his own consulting business, Daniels & Associates, where he was a corporate financial consultant for companies in the U.S. and abroad. Prior to that, he served as chief financial officer at Miller Freeman where he directed both financial and MIS functions and worked on a variety of mergers and acquisitions. Stephen holds a BA in accounting from Bentley College in Waltham, Mass., and is an MBA candidate at Golden Gate University. He is also a certified public accountant. Outside the office, Stephen enjoys basketball and running and is a member of Toastmasters International.

LINK Resources welcomes three new employees to its ranks. Previously an independent analyst, **Deepinder Sahni** joins the company as primary research analyst. Deepinder holds an MBA in marketing and international business from the University of South Carolina and when not in the office enjoys movies and playing cricket.

David Ludlum rejoins IDG as director of LINK's Business Multimedia Interactive Services following a two-year stint as manager of practice communications at McKinsey & Co. David originally joined IDG in 1986 as a senior writer at *Computerworld*. He holds an MS in management from MIT's Sloan School and enjoys scuba diving in his free time.

Kim Bull is LINK's new group operations manager responsible for fielding client and press inquiries, handling public relations and tracking production and delivery of printed materials. Kim joins LINK from JFM Productions, an event production company in New York. Kim earned a BA in psychology from the University of Michigan. Outside the office she is active in promoting women's issues and is an avid reader.


IDG WORLD UPDATE

BARR

Christopher Barr has joined *PC World* as the new executive editor of reviews and testing. Previously, Chris was a senior editor at *PC Magazine* where he launched Ziff-Davis' ZiffNet. This fall, Chris can be seen on a new television program, "10 Nanoseconds of Fame," airing on the Jones Computer Network.

Lisa Stapleton joins *InfoWorld* as a senior editor where she will edit comparisons, reviews and test drives for the Enterprise Computing Reviews group. Prior to joining *IW*, Lisa was reviews editor at *Computer Language*, products editor at *UnixWorld*'s *Open Computing*, and West Coast editor at *Information Week*. She holds BA degrees in applied math from the University of California/Berkeley, and journalism and anthropology from San Jose State University. She is a member of the Peninsula Press Club and Investigative Reporters and Editors. Lisa also belongs to the California Rare Fruit Growers association, for which she qualifies by growing jujubes, paw-paws, mulberries and other delicacies.

RACHEL WINETT

DAY

IDG World Expo welcomes **Ken Day** as marketing manager for its Network World Unplugged show. Previously manager of corporate communications for Sales Technologies, Ken has more than 13 years' experience in high-tech marketing and public relations. Outside the office he makes time for skiing, reading and travel.

IDG WORLD UPDATE

HARRINGTON

Christine Harrington joins IDC as Lotus Notes administrator. She comes to IDC from Proteon in Westborough, Mass., where she held a similar position. Christine earned a BA in computer information systems and management from Nichols College and enjoys biking, running, the outdoors and spending time with her 5-year-old son.

ARNTZ

Network World welcomes **Alayne Arntz** as operations assistant in the company's Special Projects Group. A recent graduate of Dickinson College in Carlisle, Penn., with a BA in political science, Alayne will assist with customer service as well as the coordination of several of the group's seminars. When she's not at the office, Alayne keeps busy with photography, sailing, skiing and swimming.

WHAT A WEEK IT WAS...

This memo, read by IDG Chairman Pat McGovern at IDG's 30th anniversary celebration, was reprinted in the June issue of *Inc.* magazine. McGovern said he wrote the memo in 1965 to lay out a week of "crucial operational goals."

To: Mike O'Neil, VP/Operations

Please arrange to do the following things during the coming week:

1. Organize incoming questionnaires.

2. Write a draft of an announcement letter for our new Punched Card Data File project.

3. Complete the mailing of subscription promotion letters.

4. Find out the cost of 16-millimeter projector with sound.

5. Post a notice to all employees to keep their work areas neat.

6. Clean the windows in the front office room.

7. Fix the drainpipe on the side of the house.

Best Regards,
Patrick McGovern
President

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
David Moschella - IDC
Len Rust - IDC Australia

THIRTEEN YEARS
Ellen Markoff - InfoWorld
Lucienne Bosser - IDG France

TWELVE YEARS
Elizabeth Abbott - TechMedia Publishing

TEN YEARS
Nadine Cogibus - IDG France

NINE YEARS
Steve Robbins - Business Computer Pub.

EIGHT YEARS
Karen Timons - IDC
June Wallach - LINK
Susan Middleton - IDC
Linda Holbrook -Computerworld
Jeff DeBalko - InfoWorld

SEVEN YEARS
Beth-Ann Hill - IDG
Lew McCreary - CIO

SIX YEARS
Noel McLaughlin - PC World

FIVE YEARS
Bruce Witney - IDC
Richard Molden - Computerworld
Karen Rokkedahl - IDG Denmark

FOUR YEARS
Ken Kaplan - IDG World Expo
Nancy O'Connell - CIO
Leigh Buchanan - CIO
Daniel Gentile - Network World
Duane Hampson - PC World

THREE YEARS
Steven Pelosi - IDG
Yvonne Marie Zuniga - Computerworld
Lisa Bockweg Hughes - IDG World Expo
Jeanette Borzo - PC World
Alexandra Levrault - IDG France

TWO YEARS
Joseph Loiselle - IDC
Eileen Newman - IDC
David Burnette - Advanced Systems

ONE YEAR
Lisa Shea - IDC
Darlene Cunningham - IDG Books
Nancy Mack - Computerworld
Walda Woods - IDG World Expo
Martha Finn - Computerworld
Bill Kerber - CIO
Jane Davey - PC World

CALENDAR

CIO PERSPECTIVES CONFERENCE
"IT Economics: Business Value and Profit Maximization:
Oct. 23-26
Westin La Paloma
Tucson, Ariz.

ONLINE FUNCTION MEETING
Oct. 30-Nov. 1
Omni Parker House
Boston, Mass.

OBJECT WORLD/TOKYO
Nov. 1-2
Tokyo, Japan

MACWORLD EXPO/HONG KONG
Nov. 3-5
Hong Kong

MACWORLD EXPO/SYDNEY
Nov. 3-5
Sydney, Australia

IDG WORLDWIDE MANAGERS MEETING
Nov. 8-11
Scottsdale, Ariz.

MULTI-MEDIA EXPO
Nov. 9-11
Stockholm, Sweden

WINDOWS EXPO/OSLO
Nov. 15-17
Oslo, Norway

MOBILE COMPUTING
Nov. 17-18
Copenhagen, Denmark

MACWORLD EXPO/STOCKHOLM
Nov. 22-24
Stockholm, Sweden

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Mitch Betts will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* key chains.

HONORABLE MENTIONS:

"It's his favorite CD: 'The Postman Always Rings Twice.' "
- **Jon Lesjak**, IDG Australia

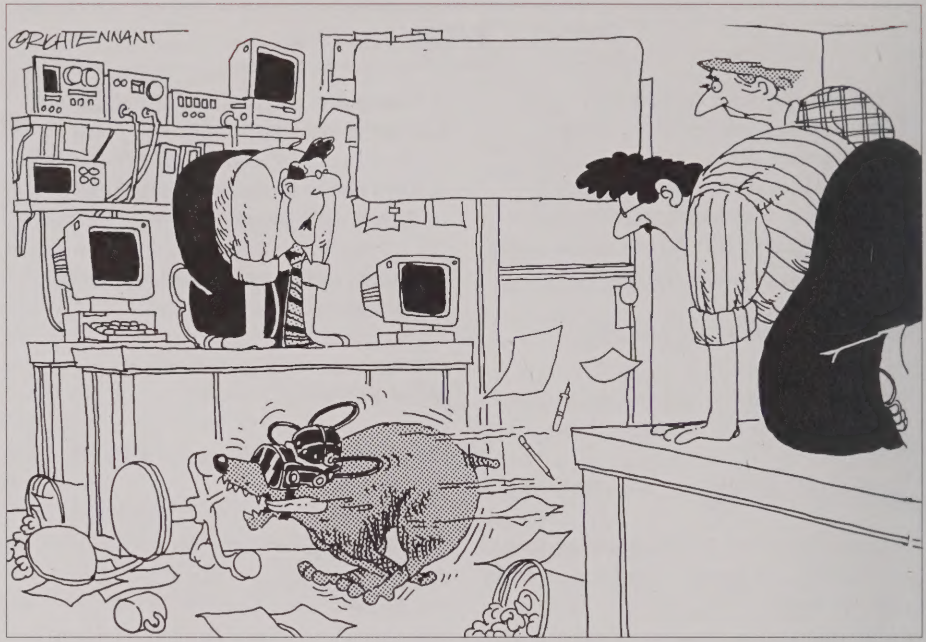
"All right, which one of you two geniuses programmed his cyberspace for the national cat show finals?"
- **Jennifer Wallis**, IDG Books (Indianapolis)

"He's chasing the tail he never had."
- **Mauricio Novoa**, IDG Australia

"Well, looks like they finally got Howard hooked up to the Internet!"
- **Dottie Douglas**, IDG Books (Indianapolis)

"Yeah, maybe on the Internet nobody can tell you're a dog, but they'll find out if you invite them to drop by!"
- **Lee Levitt**, IDC

"Look! Even a dog believes our virtual reality demo."
- **P.M. Winarno**, *InfoKomputer* (Indonesia)



"Could be trouble, fellas. After the virtual cat chase, the next scene is a long line of fire hydrants."
- **Mitch Betts**, *Computerworld* (Washington, D.C.)

"We're testing a new virtual reality Friskies ad for the upcoming cat show. Guess it works!"
- **Marcy Dill**, *CIO*

"Well guys, I think we should tone down our 'Canine Virtual Reality' game and make Fifi the French poodle not quite so good looking."
- **Stefani DiMauro**, IDG Books

"Looks like our software department will be releasing their latest virtual reality software, 'Car Chase,' on schedule."
- **Wee Liang Toon**, IDC Singapore

"Well, that seals it. Evidently, every single species we've tested simply goes beserk when subjected to more than a day or two of O.J. Simpson info."
- **Scott Tharler**, Lotus Publishing

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 43 October 24, 1994

CIO WRAPSHEET HELPS CUSTOMERS BOOST MARKETING EFFORTS
PAGE 2

IDG'S RECENTLY APPOINTED PRESIDENT KELLY CONLIN TAKES A TURN "ONLINE"
PAGE 3

INFOWORLD ACCOUNT MANAGERS PARTICIPATE IN FIRST IDEA EXCHANGE FORUM
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

List Services Promotions Net Big Results

FY94 proved to be one of IDG List Services' best years, highlighted by big revenue gains for most of its lists, a successful promotion piece and a new Quick-Count system that delivers accurate counts to customers in seconds.

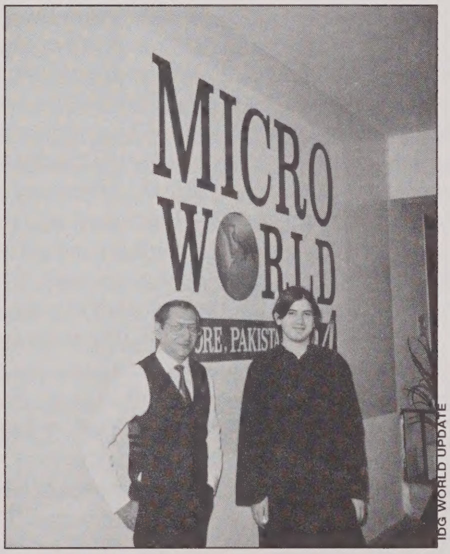
IDG List Services, based in Natick, Mass., manages mailing list rentals for 20 IDG lists as well as one external company. Overall, the company's revenues were 13% above plan, with *InfoWorld* revenues leading the pack at 23% above FY93.

While 95% of List Services' customers are computer-related businesses, the staff has done a lot of work in secondary markets to cultivate interest in the lists. According to List Services President **Deb Goldstein**, this year the group doubled the amount of revenue for the *InfoWorld* list in those markets, dealing with companies such as *Money* magazine, GIECO auto insurance and Citibank's credit card division.

Quick-Count, a PC-based system developed by List Services' service bureau with input from Goldstein, has greatly speeded up responses to complex client inquiries. Now, for example, if a broker wants to know how many readers are MIS managers who work in the Midwest and use a particular kind of modem, List Services can navigate its lists and provide

•CONTINUED PAGE 4•

PC World Launch Gives IDG First Presence in Pakistan

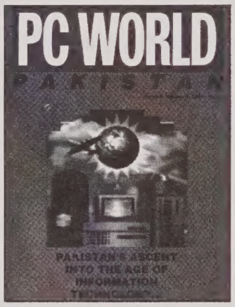


IDG WORLD UPDATE

MICRO PUBLICATIONS PUBLISHER *Kasim Kasuri* *(right) stands with Zaheer Kidvai, an IS expert who consulted on PCW's launch.*

IDG last month extended its global reach with the publication of *PC World Pakistan*. Published under license by Micro Publications, based in Lahore, the monthly is the first IT publication in the local market with a foreign affiliation.

Its editorial will comprise material from its U.S. sister publication focusing on technology and product-oriented issues as well as locally generated articles targeting issues and problems indigenous to Pakistan and other countries in the Southeast Asia region. Each issue will also incorporate a *Macworld* supplement.



Publisher **Kasim Kasuri** summarized his new publication's mission as providing readers with the best of both worlds — "a glimpse into the cradle of information technology — the United States — and a how-to guide for surviving Pakistan's journey toward computerization."

Until last month, Pakistan was one of the largest countries with no IDG publishing presence. "We look forward to growing there in pace with Pakistan's IT industry," noted International Publishing Services Vice President/Licensing **Tim Clarke**. "This license should open doors for us also in two or three central Asian republics of the former USSR that share economic and religious bonds with Pakistan."

Last month's launch of *PC World Pakistan* brings the total number of *PC World* titles around the world to 46.

Micro Publications
33-C Main Gulberg
Lahore, Pakistan
Tel: 92-42-5711147
Fax: 92-42-5710277

IN BRIEF

IDG Argentina Rescues AS/400 Pub from IBM Budget Ax

Using its most potent powers of persuasion and creativity, IDG Argentina earlier this year reversed a decision by the local IBM subsidiary to withdraw support for a joint newsletter project.

Since 1990, the staff of IDG Argentina has produced a monthly newsletter, sponsored by IBM, on the AS/400 system. In April of this year, IDG Argentina completed a redesign of the newsletter incorporating the official colors of AS/400, yellow and purple, in the masthead.

At the same time, IBM was announcing major cutbacks and had decided to suspend sponsorship and publication of the *AS/400* newsletter. However, IDG Argentina was able to convince IBM to continue the newsletter by emphasizing its value to readers. They also noted how the redesign coincided perfectly with IBM's decision to move from proprietary to open systems.

With an installed base of 2,000 encompassing approximately 1,400 businesses, AS/400 has the largest installed base of any such application in the Argentine IT market.

AS/400 users got their first look at the redesign in May.

AS 400

newsletter

CLIENT/SERVER · NETWORKING · ALMACENAMIENTO
BASE DE DATOS · SOFTWARE · STANDARDS

Nuevas capacidades en comunicaciones y portabilidad del código Unix en AS/400

Entre la gama de nuevas capacidades incorporadas por IBM a la Línea AS/400 se destacan el soporte integrado TCP/IP y SNMP así como características mejoradas de integración de redes. Estos y otros ofrecimientos de AS/400 responden al objetivo de posicionar a los equipos midrange de IBM como la plataforma con aplicaciones para dar solución a todo tipo de requerimientos de las corporaciones.

En esta edición del Newsletter se analizan los siguientes temas:

- Soporte para networking multiprotocolo en AS/400
- IBM controlará las licencias de acceso al OS/400
- Entrevista a R. Griffin del área introducción de sistemas (USA)
- Portabilidad del código Unix
- Gestión de redes y trabajo con PCs en client/server
- Novedades en software para AS/400
- Aplicaciones empresariales para procesos de manufactura

CIO Wrapsheet Provides Tools for Effective IT Marketing

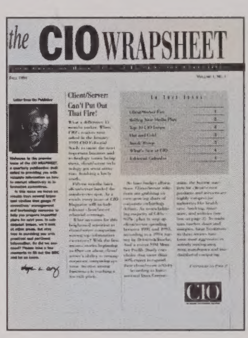
CIO this month launched its *CIO WRAPSHEET*, a four-page publication intended to provide the IT marketing community with information on how to market effectively to information executives.

Initially the *CIO WRAPSHEET* will appear quarterly, bound around the cover of magazines distributed to the publication's comp list. "We're focusing on providing quality editorial content," noted Vice President/ Marketing **Cathy O'Leary Hayes.** "We want to keep the self-promotional material to a minimum and give our customers insight into the mindset of our readers."

The first issue contains articles dealing with the explosion of interest in and usage of client/server technology, pointers for selling a media plan and a roundup of information executives' top 10 technology management concerns.

In addition to providing customers with a useful tool that will enhance relationships, the *WRAPSHEET* will help *CIO* demonstrate that it knows its audience very well, explained Hayes.

"Customer feedback has been extremely positive thus far," she added. "Respondents to the survey we included with the premier issue indicated that they value the marketing perspective we're providing in the newsletter. If they can glean one new idea that will enhance their marketing initiatives to the CIO target, we feel we will have accomplished our mission."



the CIO WRAPSHEET

Letter from the Publisher

Client/Server: Can't Put Out That Fire!

In This Issue

CIO

IDG Brazil Publishes Comdex Show Daily

IDG Brazil once again produced the official show daily for the country's annual Comdex show. Formerly known as Sucesu-SP, Comdex '94 was held Sept. 12-16, in São Paulo.

Comdex is the largest technical exposition for the Brazilian corporate IT market, 60% of which is concentrated in São Paulo, the former capital of Brazil.

The 16-page tabloid daily included extensive advertising, product reviews, and a two-page spread with a list of exhibitors and a detailed map of the show floor.

General Manager **Ney Kruel** noted that IDG Brazil has solidified its role as the official provider of show news by emphasizing a "partnership relationship" with show organizers.

The dailies were distributed to attendees as they entered the exposition and at the Comdex and IDG Brazil booths. With an estimated 200,000 attendees passing through the show doors over the course of four days, the daily provided increased visibility for IDG Brazil, while adding to the company's advertising revenues.

In addition, IDG Brazil's presence at Comdex netted 1,000 new subscriptions, the same number of subscriptions the company secured at Fenasoft '94, a consumer-based show that attracted twice the number of attendees.

IDG

Daily

COMDEX Sucesu-SP South America '94

WINDOWS WORLD '94

13 • SETEMBRO • 1994

TERÇA-FEIRA

De olho nos grandes negócios

HOJE

NET SHOW

WINDOWS WORLD

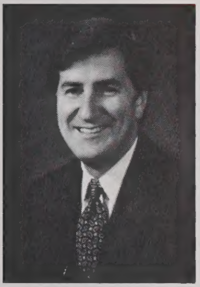
PALESTRA

ADDRESS BOOK CHANGE

IDG's Greek licensee Geniki Ekdotiki Typou S.A. has a new phone number:

301-218-4000

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Since you and Jim Casella have succeeded Walter Boyd in his roles as president and chief operating officer respectively, how are you dividing up the responsibilities? How much responsibility do either of you have for IDG Books, IDG World Expo or IDC?

A The simplistic way to describe the difference in responsibilities is that Jim is focused "inside" and I am focused "outside." That is, as chief operating officer, Jim is focused on the operational issues and day-to-day decisions, while as president I am focused on issues related to longer-term strategy, including marketing and global customer relationships.

That said, on a practical basis, many of the issues faced by the IDG Executive Committee get delegated to one member or the other based on their experience with that particular problem, their interest area or even their upcoming travel plans if it's an issue that needs on-site attention. And on any important decision there is really full consultation with the entire Executive Committee, even if one member has the responsibility for implementing the decision. Of course, one of the benefits of a highly decentralized company is that most of the key operating decisions and strategic planning is done where it should be — the individual business unit — rather than at some far away headquarters. Therefore, when you ask who has responsibility for IDG Books or World Expo, for example, our answer would be that the individual business unit head has responsibility for that business unit and has accountability for its business plan. Each of the business unit heads, in turn, report to the IDG Executive Committee, which is composed of [IDG Chairman] **Pat McGovern**, myself, Jim Casella, [Executive Vice President/Finance] **Bill Murphy**, [Vice President/ Corporate Controller] **Ted Bloom** and [Vice President/Corporate Services] **Marion Kibbee**. Whereas in the past, Walter was often the liaison between the business unit head and the Executive Committee, that role is now being held by Jim Casella. We find that experienced business unit heads will turn to the person on the Committee who has expertise in the area in which they have a question; so, for example, if it's a question about a finance issue, they will call Ted, or if it's a question about a strategic alliance, they would call me, etc.

As we consulted with the business unit heads during this transition, we found that one primary concern was that there be the same clarity as there was in the past about how things worked at Exeter Plaza. There was a certain comfort based on Walter's longevity in his role, in conjunction with Pat, Bill and Ted and Marion, on just where you went for what. We're quite conscious of having the same clarity in the future, although we know that there is inevitably some period of transition. One thing is clear enough, however: the decentralized organizational structure, which calls for strong business unit leadership, an operating board that provides sound advice, and an Executive Committee that makes crisp decisions when needed and offers support when requested will be the continued operating style for the company.

What is your relationship now with the Marketing Services Division?

MSD in the U.S. is now being led by the very capable [President] **Peter Horan**, [Executive Vice President] **Mike Rogers**, [Vice President of Sales Operations] **Laurie Morgan** and [Director of Marketing] **Chris McAndrews**. My continued involvement will be as a member of the Operating Board and to offer advice or assistance when needed. More of my time will actually be spent on MSD in Europe, where we are just ramping up a pan-European marketing effort, and where there is significant opportunity to increase IDG's visibility in the region. Of course, the current IMS operation—both in the U.S. and in Europe—will be a linchpin for making true global marketing programs successful.

Do you have plans to visit IDG's worldwide locations in the near future?

In preparing for this transition, I have taken several trips with Pat McGovern over the last 12 months to IDG business units around the world, presenting the IDG story to employees and customers. I suspect that those visits will continue, as both Jim and I try to visit as many of the IDG operations as possible.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

____

____

____

____

InfoWorld Account Managers Share Expertise at Joint Session

IDG WORLD UPDATE

A TOUR OF THE INFOWORLD TEST CENTER WAS JUST ONE OF THE STOPS *on the account managers' tour of the InfoWorld office. Here, Managing Editor/Reviews and Testing* ***Tracey Capen*** *demonstrates a piece of equipment for (from left)* ***Susan Egan, Carolyn Johnson*** *and* ***Lauren Hoffman.***

Nineteen *InfoWorld* account managers met in San Mateo, Calif., earlier this month for the group's first joint training and idea-sharing session.

Most of the assistants to the regional run-of-press advertising reps and demographic edition editors had neither been to the *InfoWorld* office nor met each other before. According to **Diane Templin**, InfoMarket advertising director and one of the coordinators of the event, the two-day meeting was an opportunity to bring synergy to the group.

During the interactive sessions the staff traded tips on, among other topics, how to best use resources such as research to educate advertisers, ways to keep their reps informed about pricing policies and how to handle difficult situations with customers. Particularly good ideas were rewarded with mystery envelopes that contained $20 bills, $100 bills, free lunch coupons and other goodies, which generated much excitement among the group. "It's hard enough to sit for this long and not have some fun!" Templin said.

The employees also gained an appreciation for how their work relates to the whole publication. A lineup of *InfoWorld* guest speakers — including President/CEO and Publisher **Jim Martin** on his first day at the office — gave the group a consolidated introduction to every aspect of the business.

Sales administration managers **Roseanne LaBruno** (East), **Susan Egan** (West), **Shannon Gehring** (Northwest) and **Kelli Flanagan** (demographic editions) put together this year's agenda. The group plans to meet annually from now on.

LIFE BEFORE IDG

Sure it pales in comparison to how you earn your living now, but everybody had to start somewhere.

Perhaps you drove a school bus, trained dogs, delivered newspapers or sold encyclopedias door-to-door. Whatever it was, inquiring minds want to know.

IDG World Update **plans to feature long ago jobs of the now rich and famous in an upcoming issue and we need to hear from you. Did you once embark upon a career in films, lead canoe trips in the wilderness or play keyboards in the band that opened for Jefferson Airplane?**

Call, fax or send us an E-mail and divulge the secrets of your past — or that of your co-workers. You'll get extra credit if you can supply us with photographic evidence of your former life.

You can reach us by phone at 617-423-9030; E-mail: P.Smith, P.Winn or S.Noyes or fax: 617-423-0712.

LIST SERVICES

continued from page 1

the answer almost immediately. Previously, the research was much more labor-intensive and could take up to 24-48 hours.

"This has been a big hit with clients," Goldstein said. "It enhances our already great service and makes life easier for the brokerage community."

Last but not least, List Services strengthened its client relations and boosted its visibility at the Direct Marketers Association conference earlier this month. The staff arranged access to a business lounge at the ANA Hotel for its top clients. Before the event, clients received a gift box with a classy "Congratulations, you've been selected as a member of the IDG List Services' Gold Club" notice. Nestled among strands of gold mylar thread was a sticker that clients placed on their DMA badge to enter the lounge.

Goldstein attributed the business unit's good year in part to the cohesiveness of her eight-person staff. "Plus, they're all wonderful with customers, and that enhances our whole ability to make money," she said.

IDG HR UPDATE

Sept./Oct. 1994

YOUR HUMAN RESOURCES NEWS SOURCE

Mysteries of the IDG Retirement Plans Revealed

Q What sort of training is available on IDG's 401(k) program?

A The 401(k) Plan is an important component of the IDG Benefits Program and a key ingredient in each employee's retirement strategy, or at least it should be. To ensure that employees have an opportunity to understand the inner workings of the plan, quarterly enrollment meetings are held on both the East and West Coasts. These educational sessions are open to employees who are newly eligible to participate in the 401(k), current participants, and employees who are eligible to join the plan but have not yet enrolled.

The quarterly sessions last about an hour and provide a thorough overview of the 401(k) plan. Specific areas covered in the sessions include: an explanation of what benefits a 401(k) plan provides to employees, the investment options (mutual funds) available and the risk/reward considerations for each option, a review of how our program works and a review of how our Plan Administrator, Fidelity, works. Perhaps most important of all is information on why you should participate in this important benefit program!

The East and West Coast Collaborative Training programs also provide opportunities to further enhance your 401(k) and retirement planning knowledge. The financial planning courses are an excellent source of information.

And last, but certainly not least, pick up a copy of IDG Books' *Personal Finance for Dummies*. You will enjoy the experience!

Q I have heard a rumor that once a few participants with large balances in the ESOP leave the company, the ESOP will run into problems. Is there any truth to that?

A It is puzzling how rumors like this get started. They usually are based on speculation and not based on knowledge of the ESOP or of the company. To clarify this point: there is absolutely NO truth to the rumor!

ESOPs, and 401(k) plans as well, are highly regulated by various government agencies. To offer an ESOP, companies such as IDG must meet many Internal Revenue Service and Department of Labor guidelines and requirements. Beyond that, the ESOP is audited annually by an independent accounting firm, a full plan report of our ESOP is sent to the IRS each year, and there are numerous tests and evaluations conducted frequently by our independent plan administrator.

Since the ESOP was put in place in 1987, a total of $15 million has been paid out to departing members. Current contributions by IDG to the ESOP are well in excess of current payouts by several million dollars. If there were a prototype of an ideal company to implement an ESOP, it would be IDG.

ESOPs are only as good as the company in which they are invested. IDG is wrapping up a record-setting year in both revenues and profits. The financial condition of the company is stronger than it has ever been with over $100

•CONTINUED ON BACK•

HOW MUCH DO YOU KNOW ABOUT IDG?

1. How many employees does IDG have in the U.S.?

a. 3,023
b. 1,926
c. 1,597
d. 2,083

2. What percentage of IDG employees live on the West Coast?

a. 49%
b. 44%
c. 56%
d. 53%

3. Approximately what percentage of IDG employees participate in the 401(k)?

a. 75%
b. 45%
c. 55%
d. 63%

4. By approximately what percentage did IDG's U.S. headcount grow in FY94?

a. 8%
b. 13%
c. 16%
d. 22%

ANSWERS

1. b; 2. b; 3. a; 4. b

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Mysteries

continued from previous page

million in cash and equivalents, no debt, borrowing capacity of over $500 million, and an after tax return on shareholders equity approaching 28%. Also, IDG is a major player in all segments and geographic regions of the fastest growing industry on the face of the earth.

Given all that, it is fair to say that IDG and the IDG ESOP are stronger than ever.

Q Will IDG ever match employee contributions to the 401(k) Plan?

A The IDG Benefit Program has a budget similar to the budget that exists at your business unit. Each year we must decide how to allocate the funds available across all of the various components of the benefit package. We make tradeoffs from one area of the plan to another.

The funds allocated to retirement have always been contributed to the ESOP. If employee contributions to the 401(k) plan were matched, there would be less available for contributions to the ESOP. Given the historical performance of the ESOP, an average stock appreciation of more than 25% over the last six years, it would be difficult to imagine a better performing investment vehicle. IDG employees receive the biggest bang for the buck by having IDG invest allocated retirement dollars into the ESOP.

Thank you to all of you who contributed photos for the 11th Annual IDG Employee Photo Calendar! Please look for your calendar in late November.

IDG BOOKS' CURES TO MANAGING RAPID GROWTH: A QUICK REFERENCE FOR DUMMIES

1. **Find appropriate facilities.**
   - **Rubber walls to bounce off of and doors that swing both ways (for when we don't know if we are coming or going)!**
2. **Creative space planning.**
   - **Portable cubes, folding chairs and mandatory rollers on everything (files, desks, chairs).**
3. **Innovative communication methods.**
   - **Use of aerodynamic, pre-folded memos for speed and directness (paper airplanes); high fidelity conference telephones ("squawk boxes") with photographs of team members on the other end of the phone.**
4. **Solid orientation procedures.**
   - **Issue roller skates and hard hats to all new employees.**
5. **Developmental training processes.**
   - **Speed reading, speed writing, speed lunches!**
6. **Provide necessary tools to succeed.**
   - **Ceiling peelers to remove staff from ceiling, attitude adjusters and a copy of *PCS (Professional Coping Strategies)... for Dummies*.**
7. **Develop alternative skills.**
   - **Keeping many balls in the air at one time, balancing workflow and juggling priorities.**
8. **Creative time management.**
   - **Provide a flexible calendar that puts extra days into the middle of the week.**
9. **Provide company-wide health and wellness programs.**
   - **Stress reduction, tai chi instruction or, when all else fails, a pass at PSFROGS (Private Sanitarium for Rapid Organizational Growth Syndrome) in East Palo Alto, CA.**
10. **Emphasize employee relations.**
    - **Issue a security blanket, a bag of m&m's for energy, dole out a large dose of humor on a daily basis, and don't forget to say please and thank you!!**

IDG HR UPDATE

CONTRIBUTORS
John Ferris
John Kilcullen
Tom Mathews
Bill Murphy
Cheryl Talamini
Ginny Tolan

COORDINATORS
Kelly Lynch
Tom Mathews

EDITORS
Patricia Smith
Stephanie Noyes
Penny Winn

HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Fax: 508-935-4600.

IDG Job Opportunities Update
Monday October 24, 1994

SENIOR TECHNICAL SPECIALIST (IDG)
The individual in this position will support 2-3 business units on financial systems. Responsibilities will include selection, implementation, and development of new products and special projects. 5+ years experience in development and support of financial systems required. Excellent communications skills necessary.

MANAGER, PROGRAM PLANNING (CIO)
The ideal candidate will be responsible for all aspects of meeting planning, on site event execution, A/V and liaison with Corporate Hosts. Individual will be the primary contact for Corporate Hosts and Partners on a day-to-day basis. Excellent communications and problem solving skills are essential. Macintosh skills (Word, Excel & FileMaker Pro) necessary.

MANAGER, PROGRAM OPERATIONS (CIO)
The individual in this position will manage all in-house lists associated with Executive Programs, maintain current conference database, Inquiry and Master, and reconcile weekly counts and invoices. Individual will order, coordinate and manage all program materials. Excellent communication and organizational skills necessary. Knowledge of the Macintosh (Word, Excel and FileMaker Pro) required.

SENIOR PROGRAM COMMUNICATIONS SPECIALIST (CIO)
Candidate will be responsible for all Executive Programs. Individual will have the overall responsibility for communications with attendees, speakers, and corporate event partners. Duties will include direct response, fulfillment and collateral correspondence. Individual will coordinate with the marketing department on all EP sales presentations, sales collateral and press relations support. Promotional and business writing/communications skills necessary. Excellent Macintosh skills required.

COORDINATOR (CIO)
The individual in this position will be responsible for assembling materials for mailings, maintaining fax machines and supplies, and extensive collation Knowledge of the Macintosh is required.

SENIOR EDITOR (NW)
Ideal candidate will be responsible for conceptualizing trend/issue story ideas, editing in-depth technical features, and working with in-house and freelance contributors. Individual should possess a strong knowledge of the networking industry. Candidate should have the ability to plan and execute multiple projects concurrently.

COPY EDITOR, LEVEL I (NW)
Responsibilities in this position will include editing news and features on-line, composing pages on a PC-based page makeup system, proofreading, writing headlines and aiding in chart production. Experience working with Atex and the Atex PC Page Makeup system necessary. English or Journalism degree desired. Familiarity with computer networking concepts a plus.

ART DIRECTOR (NW)
The Art Director is responsible for creating a dynamic cohesive look for Network World. Duties will include establishing and maintaining NWW's style for typography, graphic layout, illustration and photography and handling weekly design critiques. Extensive knowledge of newspaper/magazine design essential. Management experience a plus. A minimum of 5 years design or related experience required. Key Macintosh and desktop publishing technologies a must.

SPECIAL PROJECT EDITOR (NW)
Responsibilities in this position will involve managing a range of editorial projects that include a demographic edition, supplements, a bi-monthly magazine plus investigation and research of articles. Candidate should have a thorough knowledge of the network industry. Strong background in editing essential. Experience in overseeing major editorial projects from concept to publication necessary. Management experience a plus.

EDITORIAL ASSISTANT (NW)
The individual in this position will provide clerical and research support to the Editorial Department. Candidate must be able to handle multiple tasks and be familiar with word processing systems. Individual should be self-motivated and willing to work on a variety of projects.

MIDWEST SALES REPRESENTATIVE (NW)
The successful candidate will prospect and sell to targeted accounts. 2-3 years selling ad space, or experience with senior accounts at ad agencies required. Position is located in Des Plaines, IL.

CONFERENCE TELESALES MANAGER (WEC)
The individual in this position will develop and implement conference sales programs for domestic events. Qualified candidate should have a proven track record managing automated telesales programs and have experience creating customized commission and incentive programs. Excellent communications skills are necessary.

RESEARCH / SENIOR ANALYST (IDC)
Candidate will be responsible for conducting and writing research on the market trends, vendors, and offerings in the software and service market. Individual will provide input to marketing and sales of the Software Support and Integration Services program. Knowledge of the software market a plus. Excellent communication and quantitative skills are necessary. BS/BA plus industry experience preferred.

RESEARCH ANALYST, LAN (IDC)
Successful candidate will be responsible for conducting research on market opportunities, products and vendors in LAN and server markets. Individual should have industry or research experience in LAN's, servers, or network operating systems. Excellent writing and customer service skills are necessary.

VP / GENERAL MANAGER, EVENTS (CWI)
Ideal candidate will be responsible for the launch and management of new events, conferences and expositions for CWI. A minimum of 10 years experience in the event management and/or conference and expositions fields plus at least 5 years experience in the computer or communications industry required. A demonstrated ability to create new events and manage event logistics is required. Strong sales and marketing background necessary.

EXECUTIVE ASSISTANT (CWI)
The individual in this position will be the key liaison in scheduling internal and external meetings and appointments, coordinating activities relative to a variety of programs and projects and preparing correspondence. Excellent organizational and analytical skills necessary. 5+ years experience required. PC skills essential.

HUMAN RESOURCES REPRESENTATIVE (PCW)
Primary responsibilities include processing payroll, administering the HR Information System and conducting orientation sessions. Duties will also include administering job postings, ad placement, relocation programs and general administrative duties. 1-3 years prior HR experience necessary. Excellent communications skills essential.

CIRCULATION BUSINESS MANAGER (PCW)
The individual in this position will develop strategic renewal and billing marketing plans. Candidate will supervise the preparation of detailed departmental budgets, and prepare monthly print orders and ABC and BPA Publisher's statements. 3+ years magazine circulation experience required. Knowledge of Excel and Word for Windows a plus.

SENIOR ASSOCIATE EDITOR (PCW/EDITORIAL)
Candidate will be responsible for editing Features and Departments for Lotus Edition and other PC World/Boston projects. Excellent writing and editing skills necessary. A strong understanding of PC software and hardware is essential. Knowledge of Lotus 1-2-3 and other Lotus packages a plus. 4+ years magazine experience required.

EDITOR-IN-CHIEF / NEW TRADE PUBLICATION (IFTW)
Candidate should be an experienced editorial professional with at least 7 years experience managing a weekly or bi-weekly news publication. Individual should have a proven track record as a manager as well as a journalist. Strong background in technology essential. Established contacts in the interactive electronics industry a plus.

NATIONAL AD DIRECTOR / NEW TRADE PUBLICATION (IFTW)
Infotainment World is looking for an experienced sales professional to build and manage all functions of a national ad sales department. Candidate must be able to develop and implement sales and marketing strategies in addition to managing expenses and departmental budgets. A minimum of 7 years sales experience on a computer magazine plus at least 4 years supervisory/managerial experience required.

CIRCULATION MANAGER / NEW TRADE PUBLICATION (IFTW)
The ideal candidate will have full responsibility for planning, organizing, developing, coordinating and managing the circulation of a controlled circulation publication. Candidate will also manage the budget for circulation development. Controlled circulation experience, including knowledge of BPA process and requirements required.

IDG Job Opportunities Update

October 24, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Senior Technical Specialist	Framingham, MA	L. Connolly	(508)935-4791
IDG	Corporate Travel Manager	Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Executive Admin. Asst. / IDG Asia	Boston, MA	P. Fowler	(508)935-4796
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Intern	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
IDG / IMS	Sales Assistant	Sausalito, CA	L. Christofferson	(415)331-7571
IDG / IMS	Director, IMS / Latin America	Miami, FL	L. Connolly	(508)935-4791
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program Planning	Framingham, MA	S. Brown	(508)935-4099
CIO	Manager, Program Operations	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Program, Comm. Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Coordinator	Framingham, MA	S. Brown	(508)935-4099
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Copy Editor, Level I	Framingham, MA	M. Cornetta	(508)935-4734
NW	Art Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	Special Projects Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Billing Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research / Senior Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	D. Miller	(508)935-4133
IDC	Group Mkt. Mgr., Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC / West	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Proofreader	Framingham, MA	D. Miller	(508)935-4133
IDC	Administrative Assistant,Marketing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Systems, Software & Storage	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Survey Research Analyst, International	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Director, Insurance	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
IDC	Consulting Manager, Comm.	Framingham, MA	L. Connolly	(508)935-4791
LINK	Research Analyst, P-3	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Administrator	Atlanta, GA	B.Hockswender	(404)931-8104
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Editorial Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor	San Mateo, CA.	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

October 24, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Comm. & Spreadsheet	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (4)	San Mateo, CA	L. Schmid	(415)312-0669
IW	News Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Network Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Acquisitions Manager	Indianapolis, IN	J. Maroney	(317)895--5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895--5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895--5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Senior Financial Analyst	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to the President	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to VP, US Sales	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Customer Service Representative	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant (2)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Executive Assistant to CFO	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Copy Editor (1)	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW/Edit.	Senior Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Circulation Business Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW	Senior Research Analyst	Sam Francisco, CA	C. Brink	(415)978-3254
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW/News	PC Experts/Technical Writers (2)	IDG Newsletters Corp., Boston, MA	K. Fantoni	(508)935-4531
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Asst. to President and COO	San Francisco, CA	M. Chow	(415)978-3272
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IFTW	Regional Manager /E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Book Editor	San Francisco, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Francisco, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo	H. Klingel	(415)286-2506
IFTW	Executive Assistant to the President	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Copy Editor / Electronic Ent.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Art Dir./Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor	GamePro, San Mateo, CA	L. McDermott	(415)286-2536

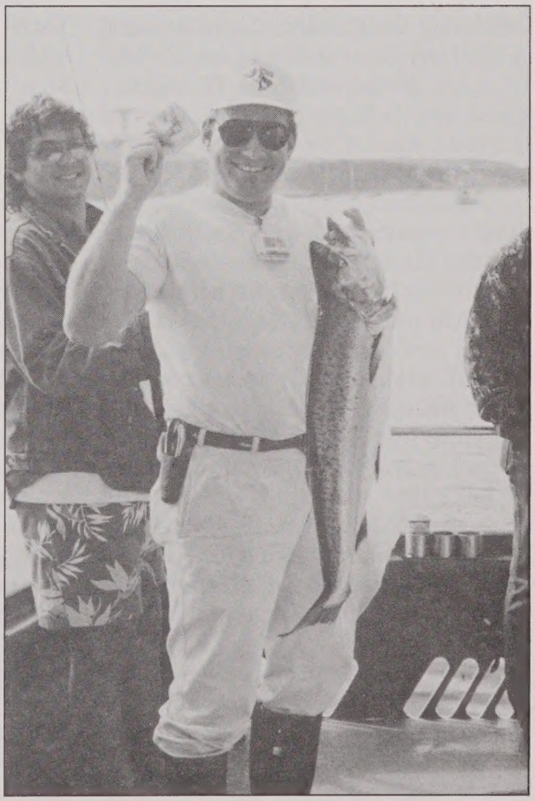
Employees Kick Back and Enjoy Some Fun in the Sun

THE IDG MARKETING SERVICES DIVISION, ALONG WITH SEVERAL IDG *publications, hosted "Operation Sail" this past summer for Lotus senior marketing executives. IDG employees aboard Sir Thomas Lipton's Shamrock V in Newport, R.I., included* ***Steve Woit****, executive vice president, Computerworld, Inc.;* ***Val Landi****, vice president, IDG;* ***Mike Rogers****, executive vice president, MSD;* ***Dave Moschella****, senior vice president of worldwide research, IDC;* ***Bob Ostrow****, Eastern advertising director, PC World; and* ***Kevin Ellis****, director of account services, InfoWorld.*

KEN KAPLAN MADE QUITE A SPLASH AT THE *company's summer outing where he perched precariously above a large tub of water while employees lined up for a chance to hurl a softball at the target and send the IDG World Expo CEO for a quick dip.*

LEFT: *The Boston-based staff of the PC World Lotus Edition and PCW Newsletters picnicked by the sea at Stone Acre, an estate in Gloucester, Mass. Under the watchful eye of one of the statues,* ***Carrie Thomas****,* ***Cindy Fitzgerald****,* ***Peter Loshin****,* ***David Bromley*** *and* ***Karen Frangione*** *catch some rays.*

RIGHT: *Infotainment World employees braved the chilly early morning air this summer for a fishing expedition on Half Moon Bay south of San Francisco.* ***John Sauer****, managing editor of SegaVisions, won the office pool by catching the biggest fish of the day, a 14-lb. salmon.*



NOTEWORTHY

PROMOTIONS

Dan Gentile, previously district manager for *Network World*, has been promoted to Midwest regional sales manager. He works out of the Chicago-area sales office.

"Dan has compiled an impressive and unique track record during his three years at *Network World*," said Vice President/Advertising Director **Tom Wilson**. "His promotion is recognition of his ability to contribute even further to *Network World*'s growth.

NEW EMPLOYEES

IDG WORLD UPDATE

GIBBONS

Electronic Marketplace Systems recently announced that **Fred Gibbons** has joined the company as chairman. Fred will be working with EMS President **Mark Belinsky** and the EMS management team on designing corporate strategy and building strategic relationships.

Fred comes to IDG from Software Publishing Corp., which he co-founded in 1980 and led as president and CEO for 13 years. SPC became an IT industry leader, and its flagship product, Harvard Graphics, attained the No. 1 market position in its category.

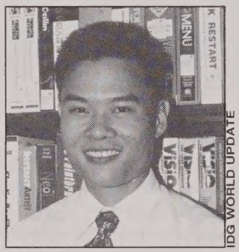
"Fred's unique insights into the personal computer industry since its inception and his firsthand understanding of buyer/seller interaction will help ensure that EMS provides the highest possible level of service to our customers — buyers and sellers of IT products worldwide," Belinsky said.

Before founding SPC, Fred was the product manager for Hewlett-Packard's HP3000 line of microcomputers. He holds an MBA from Harvard Business School and BS and MS degrees in computer engineering from the University of Michigan.

Janet Marcinek has joined the IDG Marketing Services Division as an executive assistant supporting the sales team in Stamford, Conn. She has a BS in education from Francis Marion College and the University of South Carolina. Janet's free time is spent being a full-time mom to her 20-month-old daughter Alexandria and taking walks.

Robert Octavio is an office services coordinator for PC World Communications responsible for incoming and outgoing mail as well as UPS shipping. Before coming to IDG, Rob was a lifeguard for the city of San Francisco. He is vice president and coach of the San Francisco Outrigger Canoe Club and enjoys snowboarding and bodyboarding.

Michelle Quon is a new administrative assistant at PC World providing support to both the chairman's office and the HR department. She holds a BBA in management from the University of Hawaii.


IDG WORLD UPDATE

CHIN

Oliver Chin is a management associate who will act as a special assistant to PCW Chairman **Pat Kenealy**. Oliver was most recently a freelance computer consultant. He has a BA in social studies from Harvard University and dabbles in drawing and graphic design as well as tennis, basketball and mountain biking.

PC World Newsletters welcomes **James Pile** as a technical writer. James, who wrote journals for the Cobb Group, will author newsletters for the division out of Louisville, Ky. James has a degree in natural science from the University of Louisville, participates in amateur radio, and enjoys music and reading.

Scott Fields has also joined PC World Newsletters as a technical writer and will be telecommuting from Lexington, Ky. He has a BA in creative writing and literature from the University of California/Santa Cruz. Scott owns and operates a letter press for fine arts printing on which he can handle small print runs of books and posters as well as some commercial work.

Infotainment World has hired **Courtney O'Connell** as an ad production coordinator. Prior to joining IFTW, Courtney was a design assistant and production coordinator for *City Sports Magazine*. He majored in American Literature at the University of California/Santa Cruz and likes to mountain bike.

IDG WORLD UPDATE

GOMES

As an office services assistant for IDC, **David Gomes** will be responsible for mailings as well as maintaining inventory of research files and archiving mailings and research binders. Outside the office, David enjoys motorcycle racing and playing bass guitar.

TENNESON

Christine Tenneson is an associate credit analyst for the IDG Credit Department. Previously asset management collector for the Sears Regional Credit Card Operations Center, Christine has a BS in communications, with a concentration in public relations, from Salem State College. She ia an aerobics and weight training enthusiast.

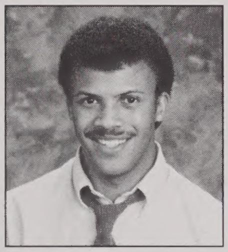
ROB RUBRIGHT

EDWARDS

Martine Edwards is the marketing manager for IDG Books, based in San Mateo, Calif. Before joining IDG Books, Martine was product marketing director for Access Softek where she oversaw U.S. and international sales and public relations for a line of multimedia software titles. She has a BA in French from the University of California/Berkeley. Fluent in French, Martine has aspirations to speak Spanish, Italian and Farsi. Her out of office passions include cooking and watching *The Return of the Pink Panther* over and over.

Mike Kelly has signed on as a copy

editor for IDG Books in Indianapolis. Mike has a BA in language arts from Warner Pacific College and an MA in Biblical Studies from Anderson University. He counts politics, travel and golf among his outside interests.

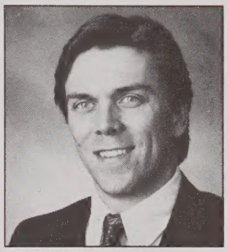

SPENCER

Kevin Spencer, also in the Indianapolis office, is IDG Books' newest editorial assistant. He recently served as reports administrator for Sunrise Publications, Inc., in Bloomington, Ind. Kevin has a BS in recreation and parks administration from Indiana University and enjoys reading, exploring a variety of online services, bicycling and writing.

Caroline Taylor has been hired as an account manager for *InfoWorld*. She majored in English at the University of California/Santa Barbara and received a marketing certificate from the University of California/Santa Cruz extension program. Caroline's favorite pastimes include scuba diving and backpacking. She also makes time for creative writing.

Miriam Deeth is *InfoWorld*'s new marketing communications manager. Miriam has a BA in education from Concordia University in River Forest, Ill., and has completed a number of graduate classes in art. She recently spent two semesters studying magazine journalism at San Jose State University. Outside the office Miriam pursues a number of creative arts including oil painting, weaving and fabric art. She spends much of her free time with her 5-month-old Sheltie puppy named Brodie.

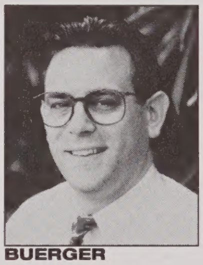
Executive Director of Design **Lisa Sergi** comes to *InfoWorld* from *PC Magazine* where she served as senior art director. She graduated from Boston College with a BA in English.


CHANDLER

Douglas Chandler is senior market analyst for ther System Support Services Program at IDC. Doug was most recently department editor for PC Week Labs' First Looks. He earned a BA in English literature from Hamilton College and an MS in reporting on science and medicine from Boston University. His hobbies include jazz, baseball and computers.

ETCETERA

Stephanie Faucher, previously a graphic designer for *Computerworld*, has taken on a similar role for the *CW Client/Server Journal*.


BUERGER

David J. Buerger, former editor of *Communications Week* and *LAN Times*, joins *Network World* as a contributing editor. David will author a new weekly column entitled, "Back to Reality." A frequent speaker at industry events and editorial board member for leading industry trade shows, David received first prize for editorial/opinion writing from the New York Business Press Editors earlier this year.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Eduardo Ostan - IDG Brazil

FOURTEEN YEARS
Nilcimar Oliveira - IDG Brazil

FIFTEEN YEARS
Renee Visconti - Network World

ELEVEN YEARS
Karin Wirth-Wernitz - IDG Germany

TEN YEARS
Donald Bellomy - IDC
Michael McCarthy - Advanced Systems
Jim Martin - InfoWorld
Sebastiao Meneses - IDG Brazil

EIGHT YEARS
Marilyn Fullerton - IDG World Expo
John Corrigan - Computerworld
Thierry Grelet - IDG France

SEVEN YEARS
Catherine Viox - IDG
Lisa Ikels - Computerworld
Thalia Ohara - PC World
Harriet Darling - InfoWorld

SIX YEARS
Kathleen Collins - IDC
Deborah Butler - IDC
Marvin Angel - IDG U.K.
Takehito Sakurai - World Expo Japan

FIVE YEARS
Virginia Pohlman - IMS
Scott Tanner - InfoWorld
Angeles de la Marca - IDG Spain
Marcio Lopez - IDG Brazil

FOUR YEARS
Bryan Hastings - PC World
Donna Kent - InfoWorld
Gloria Cunha - IDG Brazil
Claudia Silva - IDG Brazil

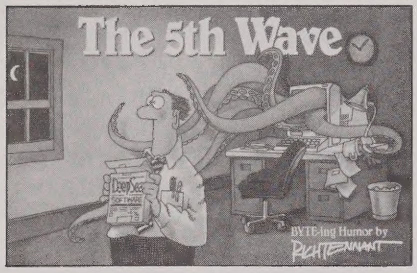
THREE YEARS
Stephen Hendrick - IDC
Glenys Mercado - Computerworld
Yumiko Ohshima - IDG Japan
Maria Costa - IDG Brazil

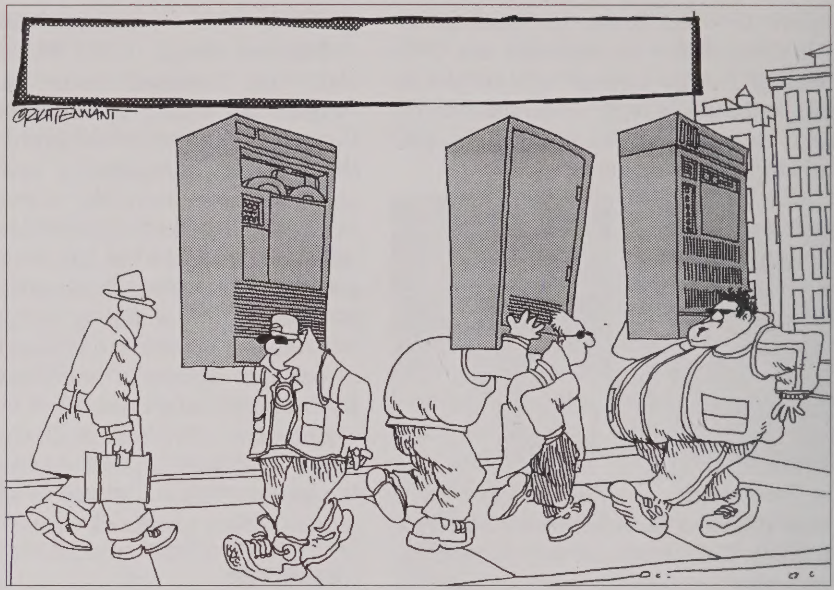
TWO YEARS
Lee Binswanger - Publish
Candace Kronar - Publish
Tim Luddy - PC World
Lia Lorenzano - InfoWorld
Maria Lindström - IDG Sweden
Pedro Costa - IDG Brazil
Waterloo Delambert - IDG Brazil
Marisa Zampini - IDG Brazil
Joao Carlos Brito - Publish Brazil
Neuza Buzogany - IDG Brazil

ONE YEAR
Sean Weglace - Computerworld
Cheri Paquet - Network World
Mary Dosa - Network World
Carolyn Johnson - InfoWorld

OFF LINE

Test Your Humor Quotient and Win:





It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, November 15. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. Honorable mention winners will receive an *IDG World Update* key chain or pencil sharpener. Fax your creations to 617-423-0712 or BusinessTalk box P.Smith, P.Winn or S. Noyes.

Have fun!

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 44 October 31, 1994

A SNEAK PREVIEW OF THE NEW IDG BOOTH TO BE UNVEILED AT COMDEX '94/LAS VEGAS
PAGE2

ONLINE: IDG CHIEF OPERATING OFFICER JIM CASELLA DISCUSSES HIS NEW ROLE
PAGE 3

CW'S JUDY SCHULTZ PUTS THE ICING ON CAKES FOR ALL OCCASIONS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

MW's Reader Survey Yields Record Returns

Lured by the "Win a Free Mac" sweepstakes offer on the cover wrap of the November issue, more than 150,000 *Macworld* paid subscribers have responded during the past month to the publication's first effort to collect demographic data. At this rate the circulation staff expects that the return rate will exceed 40%, far outpacing the typical industry standard for consumer publications of 10% to 20%.

"Consumer titles in the past have generally not acquired demographics on their subscriber base," said Director of Circulation **Angelina Beitia**. "Now, with more customer segmentation, more and more consumer titles are either acquiring demographics from their subscribers directly or through overlays of national database companies."

Macworld
WIN A FREE MAC!

The demographic data from eight questions will enable *Macworld* to confirm who its readers are, what industries they're in, what responsibilities they have and what kinds of software and hardware they use.

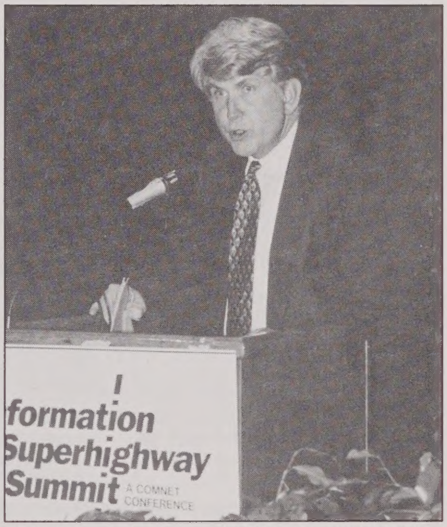
According to Beitia, several powerful elements combined to make the survey

• CONTINUED PAGE 4 •

Information Superhighway Summit Premieres

formation
Superhighway
Summit

IDG CHAIRMAN PAT MCGOVERN *provides opening remarks for Bob Metcalfe's keynote luncheon.*



BOB METCALFE, IDG'S VICE PRESIDENT *of technology, presents the results of the InfoWorld IWAY poll.*

Attendees at the first Information Superhighway Summit, held last month in San Jose, Calif., were privy to a number of breaking developments associated with the evolution of the National Information Infrastructure (NII).

The event was produced by IDG World Expo in conjunction with networking technology guru Dr. John McQuillan, President of McQuillan Consulting. Seventeen sessions and tutorials examined the role of cable companies, telephone networks and the Internet as jumping off points for the NII. Apart from surveying the current status of the Iway, the sessions sought to identify the future of the infrastructure and the emerging service and business opportunities.

In the keynote address McQuillan described the path of the Superhighway as three separate sets of different gauge railroad tracks; individual highways built to serve the national communications, entertainment and information needs. This innovative image contradicts the traditional picture of the Superhighway, which allows for a single dominating force and permits cooperation among the three subhighways.

• CONTINUED PAGE 4 •

IN BRIEF

IDG's Comdex Booth Stands Tall

It has twin towers, but it isn't a new office building or your favorite basketball team. It's the new IDG trade show booth, which debuts at Comdex in mid-November. Vertical presence is just one of its features.

The booth is designed to provide IDG publications with a bright, dynamic profile on the show floor in an environment that communicates the unparalleled strength of the IDG global family of information services.

Designed and built by Denby Associates, the booth measures 62' x 70', and includes a double deck, eight publication work stations and a four-sided hanging IDG banner. The deck is flanked by two 24' towers with back lit IDG logos and storage closets; two 16' towers provide more corporate identity near the stairs.

Atop the booth a liquid crystal display ticker will carry headlines from the IDG News Service each day of the show, drawing traffic to the booth and promoting one of IDG's unmatched resources.

The top level consists of a central lounge seating area (16' x 16') and three conference rooms. The lower section includes the publication work stations with larger than life publication cover backdrops. Two international walls feature an array — for display, not pickup — of IDG publications from around the world.

For the first time, the IDG booth will have a concierge desk at which visitors can leave messages and ask questions. IDG employees can also schedule the conference rooms for client meetings in advance of the show by calling Renée Capri of MSD at 415-676-3030 or by stopping by the booth at the show.

IDG Represented at Bulgaria's Largest Show

(L-R) GENERAL MANAGER TATIANA HINOVA AND SALES MANAGER MILA PANCHEVA *await attendees at one of the two IDG booths.*

IDG Technika Communications, IDG's publishing partner in Bulgaria, showed off a range of products and hosted a seminar at the biggest show event in Bulgaria: the Plovdiv Technical Fair.

From Sept. 26 to Oct. 2, the company displayed special fair issues of *Computerworld Bulgaria*, *PC & Macworld* and *Network World Bulgaria*, which included a catalogue of communications products available in the country. IDG also produced *Information Bulgaria '94*, its second annual catalogue containing articles about the Bulgarian IT market and profiles of more than 100 local IT companies.

New on the shelf was *Information Technologies in Banking*, a special edition of *Computerworld*. The 100-page magazine provided information about the state of automation and the information systems in Bulgarian banks, application software, communications, specialized equipment and services.

On September 27, influential players in the Bulgarian IT market and representatives of major IT companies around the world attended IDG Bulgaria's "Distribution Channels in Eastern Europe" seminar. **Steve Frantzen**, general manger of IDC's East European Expertise Center, spoke at the event, as did *CW Bulgaria* Editor-in-Chief **Krassimir Bankov**. Later in the evening, the picturesque ancient town of Plovdiv, the country's second largest city, was the backdrop for a gala IDG Bulgaria party.

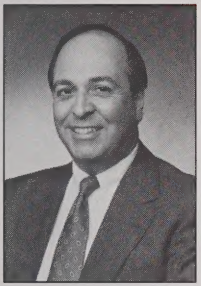
IDG NEWS SERVICE WELCOMES JOURNALISTS AT COMDEX NEWSROOM

Journalists from any IDG publication who are attending Comdex Nov. 14-18 in Las Vegas are invited to stop by the IDG News Service newsroom. The facility will be located high above the show floor at the Las Vegas Hilton (check in at the front desk and ask for the room number.) Make a call, send a fax, use one of the PCs, or just come in and meet the 13 News Service editors and correspondents.

Armed with their own IBM ThinkPad notebooks, several rented desktop PCs with word-processing and communications software, modems (even a cellular one) and a total of seven outside phone and fax lines, News Service staff will be filing stories from the show as the news happens in time to make deadlines at IDG publications around the world.

For more information contact Dana Gardner or Jon Skillings at telephone 617-423-9030, fax 617-423-0240.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q What are your responsibilities as chief operating officer?

A As the chief operating officer of IDG, I deal with many issues that affect our business units on a daily basis. They can range from human resources issues to strategic business decisions that need to be evaluated by our business units and the IDG Executive Committee. In my role it is important to not only be able to move from issue to issue, but to also invest the time to clearly understand the issues and the impact on the business units and IDG overall. The wide range of issues that I become involved with on a weekly basis is one of the challenges of the position, but it is also one of the most rewarding aspects of my new assignment.

IDG President **Kelly Conlin** and I have very complimentary skills and interests, and I look forward to working closely with him over the next several years to build the asset value of IDG for our shareholders and employees. I believe that together we can build upon the great foundation that **Pat McGovern**, **Walter Boyd** and others have entrusted to us.

How are you juggling your bi-coastal lifestyle?

I have been finding it very beneficial. It allows me to meet with many of our business unit heads both in Boston and in San Francisco, and in that regard, to stay closest to the CSC "customers." I truly enjoy both cities and consider myself very fortunate to have the opportunity to both live and work in each one! As you might guess, I am becoming very familiar with both Logan Airport and SFO!

What's your vision for IDG for the next five years?

I believe that IDG will continue to grow over the next several years at a rate that greatly exceeds the overall market. Our business unit heads around the world are constantly looking for opportunities to expand our franchises and to establish new businesses. By being so close to our customers worldwide, we are able to respond quickly to opportunities in each of the individual markets we serve. As we grow, we are certain to become even more diverse, but in that diversity lies much of our common strength. I sense that we should always keep a solid foundation upon which to fund our growth.

Who in the business world — or in the world at large — do you particularly admire?

I admire business people who have triumphed over adversity — they demonstrate great strength of character. A Rupert Murdoch, for example, is someone who managed to come back from the brink several years ago and to have his company emerge stronger from the experience. I also have a great admiration for Warren Buffett and the "clarity of vision" that he has demonstrated over time in seeing value in "franchise businesses." I am certain that he would understand the true value that Pat McGovern has created in IDG over the past 30 years.

When you're not on the road, what kinds of interests do you pursue?

I enjoy golf and other outdoor activities, and I also enjoy watching youth sports. My daughter, Kate, plays soccer and my son, Jordan, plays on his high school's football and golf teams. When my travel schedule permits, I try to attend their games. I also enjoy reading, but only manage to get to novels and biographies on vacations! The rest of the time I catch up on business-related magazines, newspapers and journals. I also find myself spending more and more time on several commercial online services.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

SUPERHIGHWAY

continued from page 1

InfoWorld Editor-in-Chief **Stewart Alsop** addressed close to 300 representatives of Fortune 500 companies, universities, banking institutions and telephone and cable companies. Alsop hosted a panel discussion on "Visions of the Information Superhighway," with speakers from Pacific Bell, General Magic and Oracle Corp.

In another session the National Information Infrastructure Testbed demonstrated the medical application members of Congress and the Clinton administration heralded the week before as a "significant step toward the development and practical use of the Information Superhighway." The high-speed application will allow primary care physicians and specialists across the country to share expertise and access and discuss patient records. The application will bring health care to rural areas, reduce the cost of repeat testing, and help save lives.

IWAY poll results

InfoWorld Executive Correspondent **and IDG Vice President/Technolocy Bob Metcalfe** presented the results of the *InfoWorld* IWAY Poll, executed by IDC, which asked IS managers what applications on the information highway they were using and what entity should be responsible for NII's financing.

Findings showed that the most commonly used applications on the Information Superhighway are E-mail, file transfer and remote access. Sixty percent of IS managers surveyed believed the Information Superhighway Summit should be funded through a combination of users, information providers, advertisers and taxpayers. Conference attendees completed a similar survey, which found that 40% of the companies represented already had Superhighway budgets of two to five million dollars.

The Summit also served as a forum for announcing the first annual National Information Infrastructure Awards which will be presented in Washington, D.C. in April 1995. The awards will be sponsored by 40 government and non-profit organizations as well as a number of IDG businesses including IDG World Expo, *Network World*, *InfoWorld* and *Federal Computer Week*, among others.

STEWART ALSOP (RIGHT) LISTENS TO A RESPONSE FROM ONE OF THE PANELISTS IN *the plenary session "Visions of the Superhighway." Panelists represented Oracle, Pacific Bell and General Magic*

The awards, to be presented in six categories (business, education, health, government, community and entertainment) will recognize "pioneering user applications and information services already in use on the existing information highway." The premise of the awards is to highlight the present capabilities and to promote use of the NII.

1995 conference & expo announced

IDG World Expo plans to add an expo component to the next Information Superhighway Summit slated for September 11-14, 1995 in Santa Clara, Calif. "This year's Information Superhighway Summit focused on the technical, regulatory and market forces shaping the superhighway, as well as the opportunities that lie ahead," said IDG World Expo Executive Vice President **David Brandin**. "There are now products for the access, transport, applications and content of the emerging infrastructure that belong alongside a conference that addresses the state of the Info Superhighway." Organizers estimate 750 conference and 15,000 exposition attendees.

MACWORLD

continued from page 1

such a success. The *Macworld* subscriber base is "more enthusiastic and participatory" than that of other computer books and thus more likely to respond. Located on the second page of the cover wrap, the survey was easy to find and return. The cover wrap itself — the first one ever in *Macworld*'s 10-year history — had a strong design, teasing the Power Mac or PowerBook Duo awarded to one lucky winner in a random drawing. *Macworld* also took full advantage of its printer's selective binding capabilities and made the wrap personalized ("Jane Smith — Win a Free Mac!")

Plus, respondents who mail in their surveys by Nov. 30 will receive an incentive gift: a condensed booklet of IDG Books' *Macworld Mac SECRETS™* made especially for the promotion. Included within the 64-page booklet was a response card to order the complete edition.

"This project shows that within a decentralized organization like IDG, business units can leverage each other to maximize profitability and exposure for both units," Beitia said.

Over the next few weeks, the circulation staff will evaluate whether the cost of the survey will pay off in terms of potential advertising revenue and providing more targeted circulation marketing efforts. In addition, the data will help the staff explore the possibility of publishing demographic editions of *Macworld*.

IDG Job Opportunities Update
Monday October 31, 1994

SENIOR TAX ACCOUNTANT (IDG)
Candidate will be responsible for assisting in the preparation of the consolidated federal income tax return and other state income tax returns. Individual will be involved with federal, state income and state sales tax audits. Duties will also include assisting in the preparation of the year-end tax provision for the Company's financial statement audit and ongoing tax planning and research projects. 3-5 years corporate income tax experience required. BA in accounting desired.

HR PAYROLL / SYSTEMS ADMINISTRATOR (IDG)
The individual in this position will be responsible for processing payroll, report writing, and systems maintenance. Strong PC and HRIS experience preferred. Organizational and customer service skills are necessary. Must be able to work independently in a fast-paced environment.

EDITORIAL ASSISTANT (IDG / IPS)
The individual in this position will support all aspects of our global, daily and electronic news wire. Duties will include some writing and copy editing. Excellent organizational skills and attention to detail a must. Journalism degree and/or experience preferred.

ASSOCIATE HR REPRESENTATIVE (IDC)
This position will assist the HR Manager with recruitment, employee relations, benefit counseling, orientations and assimilation of new hires. Responsibilities also include the IDC Lunch-Time Lecture series programs, HR-1 training screen, IDC Applause Club, HR Council and the IDC Global Fellowship Program. 2-4 years HR experience required. Strong communication, presentation and project management skills necessary. Macintosh proficiency essential. Travel required. This is a newly created position which is available in January.

ASSOCIATE RESEARCH ANALYST, P3 (LINK)
Candidate will be responsible for market research, analysis, and client management for the P3: Personal Productivity Partners Program. This program examines the user needs of the emerging generation of smart handheld devices. Excellent PC and writing skills required. 2-3 years related experience necessary.

ASSOCIATE PUBLISHER, CLIENT SERVER JOURNAL (CWI)
The duties of the Associate Publisher will include leading the Computerworld Sales staffs efforts to grow CSJ advertising revenues and work with the Senior Management team to position CSJ for future growth. Primary responsibility will be to market Client Server products and services to IS professionals. 5-7 years of strategic publication selling and management experience necessary. Organizational skills essential. Travel required.

GRAPHIC DESIGNER, NEWS (CWI)
Successful candidate will work with writers and editors to develop information graphics and effective page layouts for the News and Technical sections. Strong verbal and visual communication skills are necessary. Individual should have the technical knowledge to prepare conventional and electronic 4C files for printing. Proficiency in Freehand, Illustrator, Photoshop and Quark on the MAC required. Illustration capabilities a plus. A minimum of 3 years professional experience in an editorial environment required. A degree in Graphic Design or demonstrated equivalent required.

SENIOR DESIGNER, NEWS (CWI)
The individual in this position will participate in all aspects of the weekly newspaper. Responsibilities will include brainstorming images and infographics with editors, working will illustrators and photographers, and preparing electronic and conventional files for printing. A strong editorial portfolio (with an emphasis on typography) and considerable experience with 4-color production required. 5-7 years experience in page layout, news graphics and art assigning preferred. A degree in Graphic Design or demonstrated equivalent desired. Proficiency in Quark, Freehand, Illustrator and Photoshop necessary.

ADVERTISING SALES ASSISTANT (CWI)
The selected individual must have excellent telephone skills. PC proficiency and strong organizational and interpersonal skills are necessary. Knowledge of AmiPro and Freelance Graphics software preferred. Candidate will be a member of the support team assisting two District Managers and a regional VP.

ADMINISTRATIVE ASSISTANT (NW)
Candidate will provide administrative support in a strong client and service oriented environment. Responsibilities include phone coverage, database management and maintaining correspondence and mailings. 2-3 years experience in a sales environment preferred. Mac proficiency with some presentation application knowledge necessary.

IDG Job Opportunities Update
Monday October 31, 1994

EVENTS SPECIALIST (IW)
The individual in this position will manage major elements of conference production, including vendors and contract labor. Candidate will provide backup support for the EEG Conference Coordinator and be responsible for customer service. 2-5 years event productions experience necessary. Excellent communications skills required. Experience in management of marketing programs and promotional campaigns preferred. 1-2 years work experience in the PC industry a plus. Mac skills required.

EVP SALES & MARKETING (IDG/B)
Candidate will manage, direct and coordinate the Sales and Marketing efforts, product planning and service activities. Individual will develop and implement strategic as well as tactical planning for aggressive market management. 10+ years demonstrated success as a senior executive in an entrepreneurial, fast growth environment necessary.

EDITORIAL DIRECTOR (IDG/B)
Individual in this position will manage all aspects of the editorial process post-acquisition, maintain schedule integrity, develop strong author sources and maintain positive author relationships. Candidate will define entry level programming brands (to include design, titling, packaging, and value added components) and articulate editorial mission.

ADMINISTRATIVE ASSISTANT TO VP, BUSINESS DEVELOPMENT (IDG/B)
Candidate should be MAC literate with experience using MS Word, Excel, and some DTP packages Project management and organizational skills are necessary. Two years business or secretarial school preferred. College degree a plus.

EDITORIAL MANAGER (IDG/B)
The individual in this position will manage editorial acquisitions activity, evaluate editorial quality of selected proposals, develop strategies for managing unusual situations, assign project editors to newly signed titles and provide beta software test sites. Candidate will represent the editorial department at sales conferences and manage the preparation, revision and distribution of tip sheets. 5-7 years publishing and supervisory experience preferred.

ACQUISITIONS EDITOR (IDG/B)
Successful candidate will be responsible for managing all aspects of sourcing and signing new titles, authors, and managing IDG/B relationships with major computer SW/HW manufactures and other IDG publications. Excellent communication, project management and negotiating skills are necessary. A minimum of 3 years acquisitions management experience required.

ART DIRECTOR / BOOKS DIVISION (IFTW)
The individual in this position will be responsible for design, layout, and art direction for electronic games book division. A minimum of 5 years experience working in a design agency or publishing environment required. Proficiency in Illustrator, QuarkXPress and Photoshop essential. Individual should be organized and creative .

BOOK EDITOR (IFTW)
The individual in this position will serve as primary liaison to authors in all matters connected with electronic entertainment game book projects. Project management to include development, copy editing, proofing and scheduling. English or Journalism background required. Book publishing experience a must.

REGIONAL ACCOUNT MANAGER / E2 (IFTW)
Primary responsibilities in this position will include advertising sales, prospecting, qualifying, customer support, file maintenance, and report generation. Excellent interpersonal, communication and organizational skills essential. A minimum of 5 years experience in advertising sales required. Prior sales experience in the consumer publishing industry plus knowledge of entertainment products and the marketplace preferred.

PROJECT EDITOR / BOOKS DIVISION (IFTW)
The individual in this position will be responsible for tracking all schedules and elements involved in the development of a book title. Duties include logging materials from outside sources plus distribution to editorial, production and manufacturing. Individual will develop processes for the smooth and timely flow of each book project. Book publishing experience and a working knowledge of electronic games a must.

MARKETING MANAGER / BOOKS DIVISION (IFTW)
The ideal candidate will be responsible for positioning, developing and implementing all worldwide marketing activities as well as forecasting and budgeting for the electronic game book division. Individual will develop and execute marketing/sales communications and retail promotional plans including catalogs, trade advertising, specialty promotions, product packaging and sales campaigns. Excellent communication and presentation skills are necessary.

IDG Job Opportunities Update

October 31, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Payroll / Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Technical Specialist	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/IPS	Editorial Assistant	Boston, MA	M. Cornetta	(508)935-4734
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program Planning	Framingham, MA	S. Brown	(508)935-4099
CIO	Manager, Program Operations	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Program, Comm. Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Coordinator	Framingham, MA	S. Brown	(508)935-4099
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Copy Editor, Level I	Framingham, MA	M. Cornetta	(508)935-4734
NW	Art Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	Special Projects Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Group Mkt. Mgr., Personal Systems	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Proofreader	Framingham, MA	S. Brown	(508)935-4099
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Per. Syst. & International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Survey Research Analyst, International	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Research Analyst, Comm.	Framingham, MA	D. Miller	(508)935-4133
LINK	Associate Research Analyst, P-3	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Assoc. Publisher / Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Driscoll	(508)879-0700
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Administrator	Atlanta, GA	B.Hockswender	(404)931-8104
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer	Framingham, MA	T. Monahan	(508)879-0700
CWI	Managing Editor / Special Projects	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Research Manager	Framingham, MA	B. Laberis	(508)620-7728
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editorial Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

October 31, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Comm. & Spreadsheet	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (4)	San Mateo, CA	L. Schmid	(415)312-0669
IW	News Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Programmer / Analyst	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Desktop Systems	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	EVP Sales & Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Director	Braintree, MA & San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Admin. Asst. to VP, Business Dev.	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Acquisitionsd Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Senior Financial Analyst	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW/Edit.	Senior Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Circulation Business Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW	Senior Research Analyst	Sam Francisco, CA	C. Brink	(415)978-3254
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW/News	PC Experts/Technical Writers (2)	IDG Newsletters Corp., Boston, MA	K. Fantoni	(508)935-4531
PCW	Fact Checker	San Francisco, CA	A. Kandra	(415)267-1750
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Office Manager / Administrative Assistant	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IFTW	Art Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Book Editor / Book Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Executive Assistant to the President	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536

OFF SITE

CW's Judy Schultz Puts the Icing on the Cake

IDG WORLD UPDATE

THE ARTIST AT WORK IN *her other studio.*

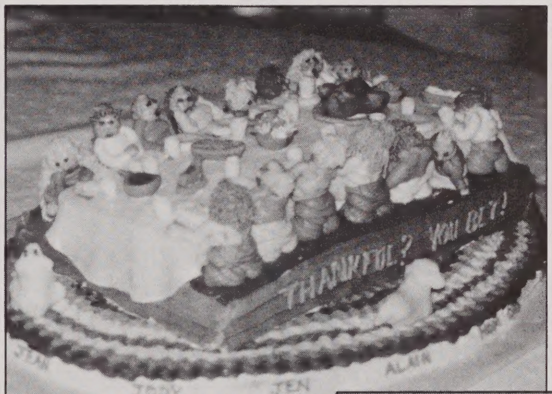
While designing ads for the Computer Careers section of *Computerworld* allows for some degree of artistic license, **Judy Schultz** has found an outlet to quench her creative longing. For 10 years she has used a palette of colors and a mixture of sugars to bring cakes for any occasion to life.

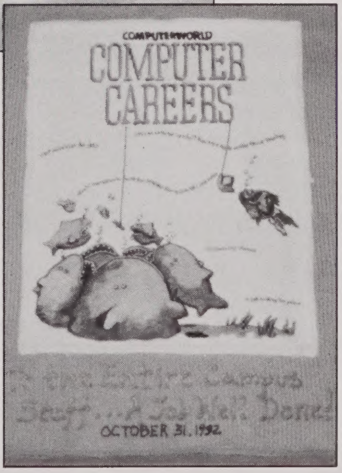
"The most important reason why I do cake decorating is that it allows me to personalize each cake for the recipient," Judy said. "People ordering the cake will tell me about the person's interests or individual character and I can translate that into frosting. This really makes it special for the recipient."

As any *CW* employee can attest, these are not your average bakery cakes. A small sample of her work — which includes birthday cakes, wedding cakes and the annual reproduction of the *Computerworld Campus Edition* cover — shows that Judy has developed an art form.

Judy's creative curiosity was tapped during her 15-year career in the restaurant business, where she spent many years as head chef for Kennedy's Pub in Marlborough, Mass.

As a restauranteur she was always thinking of the next creative maneuver, constantly reinventing recipes and experimenting with original combinations of ingredients. So when a co-worker designed a birthday cake for Judy, she was instantly intrigued. She enrolled in a cake decorating class at a local high school to learn the basics — flower making and figure piping— and from then on has taught herself.





ABOVE: *The Thanksgiving table Judy submitted to the "On Your Own Time" contest.* **RIGHT:** *A frosting replica of the 1992 Computerworld Careers Edition cover.*

Creative niche

In 1988 Judy joined *Computerworld* as an ad taker in the classified operations department in search of a career change. Decorating cakes now fills a creative niche for Judy, an outlet that she pursues in the evenings and on weekends, often completing two or three frosted masterpieces per week for friends, family and co-workers. "Sometimes I work on cakes from 6:30 until 11:30 at night," Judy said. "I just get lost in it."

For those of us who have difficulty scribing the words "Happy Birthday" onto a coating of Betty Crocker's chocolate frosting, Judy's hobby is a rare and sacred ritual. For simple decorations she draws freehand directly onto the cake, but creates a more detailed design on wax paper first. The frosting air dries and becomes solid enough to lift onto the cake. "It's almost like painting, except you're working in a different medium, and that medium is frosting," Judy commented. The moist sugar allows her to scrape away any mistakes without disrupting the entire design. On average a cake takes only a couple of hours to decorate, but Judy has spent many additional hours on more detailed designs.

In most instances she develops cakes from abstract thoughts about a person or event. The challenge is hers to find the common denominator in a number of diverse ideas. A co-worker asked Judy to decorate a cake for a woman who loved to garden, crochet and was a fan of the cartoon character Betty Boop. Judy concocted a large garden with a picnic table among the flowers. Perched on the picnic table crocheting was Betty Boop.

On her own time

A few years ago IDG participated in "On Your Own Time," a contest sponsored by a Boston-area health plan to spotlight employees' hobbies.

Judy won first prize among her *CW* colleagues for a cake she had originally made for **Jean Kolak-Mercer**. The cake was a Thanksgiving table set with three-dimensional wine glasses, place settings and a holiday feast including turkey, salad, mashed potatoes and gravy. The table was set on a rug of frosting and family members sat on benches around the table. Judy's creation was chosen from over 300 entries around New England and awarded an honorable mention.

Judy is quick to say that this is a hobby and not something she would consider as a profession. To decorate cakes for a living would require tireless hours and perhaps take much of the pleasure out of the process. "Right now it's very manageable," Judy said. "I want to give it my all." Where many approach their hobbies with the same intensity associated with the rest of their lives, Judy plans to continue with this hobby only as long as it remains enjoyable.

Sexually Explicit Material Banned at Expositions

Stressing its dedication to the professional, business-to-business technology market, Mitch Hall Associates recently announced that the display of nudity and sexually explicit materials will no longer be permitted at any of its expositions or in show-related publications.

Mitch Hall serves as the show manager for several shows that are produced by IDG World Expo, including MACWORLD Expos in the U.S. and Canada.

The policy was implemented because of repeated complaints about adult materials from both attendees and exhibitors. Although the exhibits in question were small in number and had been grouped together in a special area apart from other exhibitors, Mitch Hall President Mike Hallal found that the level of attention those adult exhibits were receiving were detracting from the shows themselves.

The first show to operate under the new policy was CD-ROM Expo and Conference, held in Boston Oct. 5-7.

"Exposition companies have a responsibility to the communities they serve," said IDG World Expo President **Ken Kaplan**. "IDG World Expo applauds this action."

Hallal said he is confident the policy will be viewed as a positive change necessary to better serve the needs of attendees and exhibitors.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Ney Seara Kruel - IDG Brazil

FOURTEEN YEARS
Cirilo Lopez - IDG Mexico

TWELVE YEARS
Miguel A. Hermosell - IDG Spain
Preben Engell - IDG Denmark

ELEVEN YEARS
Valerie Shanks - IDG Spain

TEN YEARS
Jose Villacorta - IDG Spain
Kalman von Vajna Nagy - IDG Venezuela
Kirsten Rådberg - IDG Denmark
Veronique Lamarque - IDG
Sharon Bryant - Computerworld

NINE YEARS
Isabel Campo - IDG Spain
Lene Sekjær - IDG Denmark

EIGHT YEARS
Valérie Frenot - IDG France
Edith Holmes - Federal Computer Week

SEVEN YEARS
Susana C. De Gomez - IDG Argentina
Marsha Bowers - Macworld
Zsuzsa Krammer - IDG Hungary
Sándor Mester - IDG Hungary
Mark Houts - InfoWorld
Joanne Connelly - Federal Computer Week

SIX YEARS
Claudio Ceriani - IDG Italy

FIVE YEARS
Akos Bognár - IDG Hungary
Maria Luisa Romiti - IDG Italy
Bruno Agostini -IDG Italy
Simon Pearce - IDC U.K.
Yoshitomo Fukuda - IDG Japan
Nancy Durlester - InfoWorld
Scott McCready - IDC

FOUR YEARS
Cornelia Krämer - IDG Germany
Ralph Villoing - IDG France
Valérie Feneon - IDG France
Francois Lambel - IDG France
Ayhan Sevgi - IDG Turkey
Nurcan Türköz - IDG Turkey
Marianne Kondrup - IDG Denmark
Christer Pettersson - IDG Sweden

THREE YEARS
Hugo Hsiung - Asia Support Center
Peter Horan - MSD
Terrie Solomon - IDG Books
Kris Trathen - IDG Books
Corinne Huron - IDC France
Serap Yegen - IDG Turkey
Yukiyo Hosoya - IDG Japan
Marita Falk - IDG Sweden
Pierre Hultman - IDG Sweden
Octavio Dantas - IDG Brazil
Lisa Weller - InfoWorld
Charles Pettirossi - IDC
Nancy Ferguson - IDG World Expo
Anne McCrory - Computerworld

TWO YEARS
Alessandra Dainotti - IDG Italy
Simona Varisco - IDG Italy
Cristina Cinquini - IDG Italy
Søren Adelkvist - IDG Denmark
Christina Andersson - IDG Sweden
Margita Edling - IDG Sweden
Anders Engström - IDG Sweden
SJ Sanders - InfoWorld
Paul Arabasz - IDC

ONE YEAR
Jan Winser - IDG Australia
Matthew Tam - IDG Hong Kong
Zsófia Vacho - IDG Hungary
Heike Gessert - IDG Germany
Philippe Audrain - IDC France
Charmaine Conui - Infotainment World
Charlotte Ziems - InfoWorld
Richard Heiman - IDC
Kristan Kleinhans - IDC

CW SOUTHEAST ASIA RENAMED CW SINGAPORE

IDG Communications Singapore Pte Ltd. has incorporated some changes into its two publications. As of October 7, *Computerworld Southeast Asia* has been renamed *Computerworld Singapore* and will circulate exclusively in Singapore. With IDG's licensees gaining strength in nearby Indonesia, the Philippines and Thailand, Managing Director Tim Wilson can now focus on the Singapore territory.

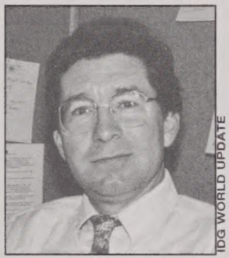
The other publication under Wilson's purview, *Computerworld Malaysia*, will continue to circulate monthly in Malaysia and has dropped the *CW Southeast Asia* editorial it once carried.

A heavier paper stock and new trim size similar to *Computerworld U.S.* is now a feature of both publications..

NOTEWORTHY

PROMOTIONS

International Publishing Services has announced the promotion of two staff members. As vice president of licensing, **Tim Clarke** has taken on additional responsibilities for IDG publication licensing activities, and **Lisa Ryan** has been named business manager of IPS.



CLARKE

Tim joined IPS in March 1993 with responsibilities in both the licensing and general administration areas. His success at growing and developing IDG's publication licensing activities has led to his new full-time assignment. In his new role, Tim will carry primary responsibilities for working with IDG license partners in more than 35 countries as well as developing new partnerships in additional locations.

IDG WORLD UPDATE
RYAN

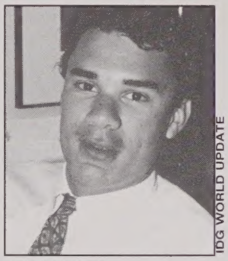
Lisa came to IPS in 1993 as licensing administrator assigned to handle invoicing and other work with publishing partners worldwide. With continuing growth at IPS she now takes over responsibility of all day-to-day activities of the division.

"IPS is a service organization for IDG business units and partners worldwide, and Tim and Lisa are two of the biggest reasons why we have such satisfied customers," said IPS President **David Hill**. "It takes great people to give great service.

NEW EMPLOYEES

IDG WORLD UPDATE
CAPRI

The Marketing Services Division in San Francisco welcomes two new employees. Marketing Analyst **Renée Capri** previously worked as an analyst at North American Mortgage Co. She has a BA in business and a BA in psychology from Rice University and in her spare time enjoys reading, tennis and skiing.

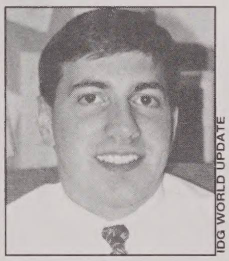


WILLIAMS

Sales Operations Analyst **Gerry Williams** worked as a paralegal at a local law firm before joining IDG. He graduated from the University of California/Berkeley with a BA in American history. Outside the office, Gerry is a sports enthusiast who particularly enjoys playing basketball.

Federal Computer Week welcomes two new employees. A freelancer since January 1994, **Brian Robinson** has signed on as a contributing editor. Prior to joining *FCW*, Brian had served as Washington, D.C. bureau chief, and managing editor of CMP Publication's *Electronic Engineering Times*. Brian earned a BS in physics from London University in the U.K.

Frances Vinson is an executive assistant whose responsibilities include scheduling, travel arrangements, coordinating office events and assisting with reports. Frances counts gourmet cooking, hiking, reading, writing and spending time with her two teenage sons among her many outside interests.



BOURGEOIS

Tim Bourgeois is a research analyst for IDC. Previously a fund accountant for The Boston Company, Tim will be working with the Services Group's Consulting and Management Program. He has a degree in economics from Bowdoin College and coaches youth sports.

CIO has hired **Peter Fabris** as a staff writer. A graduate of Emerson College with a BS in mass communications, Peter recently worked as a reporter on *The Keene Sentinel*. He often enjoys hiking, fishing, skiing and listening to music.

BARNER

IDG International Marketing Services welcomes back **Leslie Barner**, who'll be working in IMS' San Francisco-based Western U.S. region as director of international accounts. Leslie worked as IMS' western marketing manager from 1986 to 1989 before establishing Artemis Worldwide Marketing, an IT consulting firm specializing in international sales, distribution and marketing of Mac and PC hardware and software products. Her travels took her around the globe representing firms such as Ehman, Lapis Technologies and Compton's New Media.

"Leslie brings the perfect international publishing, advertising and IT industry skill set to IMS/U.S.," said IMS/U.S. President **Frank Cutitta**. "She complements the professionally diverse IMS/U.S. sales and support team that's credited with a record 45% sales growth in 1994." Leslie has a BA in economics from the University of California/Berkeley.

TRANSFERS

Previously acquistions editor for IDG Books, **Janna Custer** is director of licensing for InfoWorld. She will license InfoWorld on online services and oversee operations for online business.

PC World in Boston welcomes **Harry McCracken** as associate editor. Harry began his career at IDG in 1991 as technical/reviews editor for *Computer Buying World* and went on to *InfoWorld* as features/news editor. Most recently, Harry has been contributing articles to *PC World*, *Multimedia World* and *InfoWorld*. He received a BA in history from Boston University and enjoys book and film collecting.

Succumbing to her self-proclaimed "insane desire to move to warmer climate," **Amy Bartulis** has joined *Network World*'s Irvine, Calif., office as district manager for the soutwest region. Amy was most recently Northeast regional manager for *Advanced Systems*.

CELEBRATING 10

Lory Dix

HOME: Watertown, Mass.

JOINED IDG: April 1984 as a copy editor at *Computerworld*

PROFESSION: Senior editor, *Computerworld*

RESPONSIBILITIES: Soliciting articles, working with writers and general oversight of "In Depth," a features section.

MOST CHALLENGING PART OF YOUR JOB: It's so deadline driven. We finish with one and then the next one is on us.

BEST PART OF YOUR JOB: Interacting with a great group of fun, bright and creative people.

LATEST ACCOMPLISHMENT: Giving birth to my son, Elliot.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The constant challenge and career opportunities.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK? Hearing that readers consider "In Depth" a must read.

OUTSIDE INTERESTS: Cooking, antiquing and aerobics

DREAM DESTINATION: New Zealand

FANTASY JOB: Having my own cable TV cooking show!

BEST BOOK YOU'VE READ IN THE LAST YEAR: *Soldier of a Great War* by Mark Helprin

FAVORITE MOVIE: Blade Runner

CELEBRITY YOU'D MOST LIKE TO MEET: Bono of U2

IDG WORLD UPDATE

COMPUTERWORLD'S LORY DIX JOINED IDG CHAIRMAN PAT *McGovern at the Ritz-Carlton in Boston to celebrate her 10-year milestone with the company.*

SIX FAMOUS PEOPLE YOU'D MOST LIKE TO HAVE DINNER WITH? Writer Elmore Leonard, football great Marcus Allen, actor Robert DeNiro, statesman Mikhail Gorbachev, publisher Tina Brown and actress/philanthropist Joanne Woodward.

MANAGER'S PROFILE: "Lory is the kind of editor that managers dream of. She is fast, professional, extremely organized and works easily and productively with others. When Lory is presented with a problem, she doesn't waste time with handwringing and complaining, she just solves it. I wish we had 10 of her."

- ***Paul Gillin**, editor, Computerworld*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 45 November 7, 1994

ZIFF-DAVIS SALE OF PUBLISHING OPERATION TO FORSTMANN LITTLE HAS PEOPLE TALKING
PAGE 4

IDC GENERATES SWELL OF MEDIA INTEREST WITH RELEASE OF MIDDLE EAST IT RESEARCH
PAGE 6

IDG BUSINESS UNITS OUTPERFORM PLANS FOR FISCAL 1994
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Herzliche Glückwünsche zum Geburtstag *Computerwoche*!

20 Jahre
COMPUTERWOCHE
Sonderausgabe zum zwanzigjährigen Bestehen
ISSN 0170-5121/Einzelpreis DM 45,50
gestern
heute
morgen
1974
1994
IDG

On Nov. 11 a special 1,000th anniversary edition of *Computerwoche* will roll off the presses and IDG Germany's flagship weekly will become the second IDG publication to celebrate its 20th birthday. Its U.S. sister publication turned 20 in 1987.

Launched in 1974 with a staff five, *Cwoche* today has a payroll of 110 and ranks as Germany's No. 1 IT weekly in terms of circulation and advertising revenue. Each week, the publication, which faces only one serious competitor — *Computerzeitung* — is mailed to 35,000 paying subscribers and boasts a total pass-along readership of over 100,000.

Computerwoche has also branched out into book publishing with a successful line of IS management books. The company also has two CD-ROM offerings: a disc that contains the entire 20 years of *Cwoche* editorial and a disc that contains a one-year subscription to the publication that is updated three times a year.

In celebration of the 20-year milestone, *Cwoche* treated employees to an outdoor party in June. Together with several major IT companies, *Cwoche* also organized a golf tournament for its advertising customers. And, on Nov. 24, the company will host 3,000 invited guests — including many of the 138 subscribers who have remained loyal readers since the publication's launch — at a gala anniversary celebration in Munich.

The editorial staff has put together a special anniversary issue that takes a look back at 20 years of worldwide IT history from the point of view of those who covered it. The issue was extremely popular among advertisers who bought over 200 ad pages.

"Throughout the 20 years *Cwoche*'s focus has stayed the same," noted Editor-in-Chief **Dieter Eckbauer**, who launched his IDG career as a free-lance reporter in 1974 and today oversees an editorial staff of 25. "We are the users' advocate. *Cwoche* not only reflects developments in the IT industry but also

•CONTINUED PAGE 7•

IDG Launches Major Initiative in U.K. with 11-Title Purchase

IDG last week announced that it has acquired 11 publications, including *PC Today* and *PC Home*, from Europress Publications in Macclesfield, England.

"The move is part of our ongoing commitment to grow IDG's business in Europe, and specifically in the U.K.," said IDG Chairman **Pat McGovern**.

> *"IDG now has a core business with which it can expand to become the major player here."*
>
> **—Derek Meakin**

Europress Publications will continue to exist as a subsidiary of the Europress Group and IDG will continue to publish the acquired titles from the current Macclesfield site.

PC Today and *PC Home* are both monthlies with circulations just over 40,000. *PC Today*, with a primarily controlled subscription, is aimed at the small office/home office market. *PC Home*, with a mix of controlled and paid circulation,

•CONTINUED PAGE 7•

IN BRIEF

PCW Brazil Journalists Take Top Honors

PC WORLD BRAZIL REPORTERS
Simone Freire and Jacílio Saraiva

Two of IDG Brazil's journalists recently received top honors and Sucesu SP Awards. The awards, presented annually at Comdex São Paulo, recognize journalistic excellence in reporting on IT issues. *PC World* reporters **Jacílio Saraiva Jr.**and **Simone Freire** were selected for their articles "PCs Linking the World" and "An Office Within a Package," respectively. Freire's piece examined software packages such as Microsoft Suite, comparing them to a self-contained office. Both articles appeared in the June 1994 issue.

PC Live! Targets Irish SOHO Market

In an effort to extend its reach to the small office/home office (SOHO) market, IDG's Irish licensee recently launched a publication to complement *ComputerScope*, its existing tabloid geared toward high-end corporate users. *PC Live!*, with an initial distribution of 12,000, targets the novice PC user. "Today the entry-level user is buying 'serious' 486 or Pentium systems with CD-ROM capability, inkjet printers and aggressively priced software. This will be the focus for *PC Live!*," said *ComputerScope* publisher **Frank Quinn**.

ComputerScope
IRELAND'S COMPUTER USER MAGAZINE

The publication was released in a dual distribution, with half of the issues sold on newsstands. The newsstand issues offered demo software as a cover premium and promoted a "Win-a-Notebook" contest. In an agreement with Compustore, a Dublin-based retailer, the remaining 6,000 copies of *PC Live!* were distributed to Compustore customers. Compustore also runs a news section detailing promotions and new products on sale within the body of the publication.

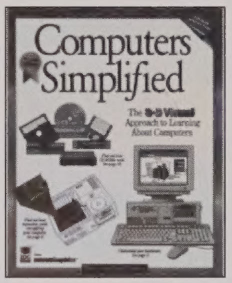
The premier issue was a sellout despite strong newsstand competition from U.K. titles. The next issue of *PC Live!* hits newsstands Dec. 1.

IDG Books Rolls Out IntroGraphics™

IDG Books Worldwide has entered into a partnership with maranGraphics, a family-owned business in Toronto, Canada, to publish and distribute worldwide a new, full-color series of computer training books.

The new series, IntroGraphics™, is based on maranGraphics' visual approach to learning computer hardware and software basics. The style features an easy-to-follow, three-dimensional illustration-with-caption format that allows the reader to view the big picture first, then zero in on the details.

For the first seven titles in the series, IDG Books redesigned the covers of existing maranGraphics books and made slight interior changes. The titles that rolled out under the IntroGraphics name last month include the best selling *Computers Simplified* and *Windows 3.1 Simplified, Expanded.* Excel 5 and Word 6 are the topics for the other books, which are also produced as pocket guides. Nine new titles are planned for the spring.



maranGraphics' latest series of books sold more than one million copies. That series and IDG Books' award-winning ...For Dummies™ series, have a combined readership of over 13 million, making IDG Books the world's leading publisher of books for the computer novice.

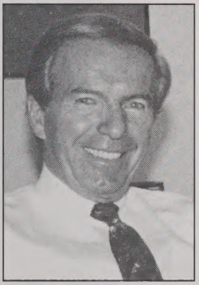
Spearheading the project out of IDG Books' San Mateo, Calif., office are Executive Vice President of Publishing Operations **Steve Berkowitz**, who is serving as publisher, and Channel Marketing Manager **Martine Edwards**.

IDG Strengthens Japanese Presence

With two new license agreements, IDG continues to solidify its hold on the Japanese IT publishing market. Tokyo-based Power On Corp. will incorporate the *InfoWorld* logo and editorial into its existing publication, *Pasocom Shopper*. Beginning in December, *Pasocom Shopper* will carry the *IW* logo on its cover, hyping its affiliation with the publication and its intent to match the quality of testing and reviews coming from the *InfoWorld* Test Center. With this alliance, the circulation of *Pasocom Shopper* will increase from 13,000 to 15,000.

In a deal that targets Commodore users, the Sunny Publishing Company, Ltd., also in Tokyo, has signed a license with IDG to publish a monthly edition of *Amiga World*. Set to launch in January 1995 with an initial circulation of 15,000, *Amiga World Japan* will be sold exclusively on newsstands.

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q Is IDG often approached by deep-pocketed entities interested in purchasing one or more of its properties?

A I would guess that directly or indirectly IDG has been approached by every major player in the media field during the last 20 years.

What are the final results of revenues and profits for FY94?

IDG companies turned in an outstanding performance in the fiscal year ending Sept. 30. Revenues were up 18% over the previous year with operating profits 48% over budget and 116% over the previous year. A good deal of this improvement was a result of our efforts over the last few years to improve yields and advertising/editorial ratios while controlling the growth in expenses.

Elsewhere in this week's *IDG World Update* you'll find a list of those business units that equaled or exceeded plan for FY94.

In a previous column you mentioned IDG looks at many possible acquisitions. Why are so few completed?

As noted on page one of this issue, we recently completed an acquisition in the U.K. of the Europress properties. This will give us a foothold in the U.K. IT consumer market that will allow us to rapidly grow the acquired properties as well as provide a base to launch additional publications. This acquisition provided a natural strategic fit with IDG's goal to be a major player in the U.K. market in the future.

Acquisitions fall apart for many reasons: due diligence may uncover information not previously made available to the acquiring party, or the corporate culture may be decidedly different, or — the thing that kills most deals — the parties may not agree on a reasonable price. A recent article in *Babson's Report* equated a bad acquisition with a personal divorce, adding that quite often the financial results are equally as bad.

How do you feel the upcoming U.S. elections will impact the economy in general and the IT industry in particular?

The consensus of the political pundits is that the U.S. Senate and House will be decidedly more conservative during the second two years of the Clinton administration. The unfortunate result is a case of gridlock that may or may not be bad depending on how you view the effectiveness of government programs.

The good news is that the U.S. economy, as well as those of the other G-7 countries, continues on the upswing with 1995 looking to be a very good year. The good news for IDG is that technology is leading the way in this recovery.

An article in the Nov. 7 issue of *Business Week* made the case for splitting out the information economy from the service sector when computing gross domestic product. The rationale was that productivity gains in this area are far more dramatic than in goods or services as a result of the investment in technology.

The article further states that reported growth in business investment is much too low in that it understates investment in software and telecommunications equipment. Clearly, all of these comments argue the case for increasing investments in technology.

In summary, I believe there is plenty of room for optimism going into 1995, regardless of what might happen on the political scene.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

____

____

____

____

Ziff Sells Publishing, Research Units to Investment Firm

ZD Expos, Information Access scooped up by overseas buyers; fate of Interchange still unknown

In a move that is widely perceived by IDG executives as good news for IDG, Ziff-Davis last month announced that the investment firm of Forstmann Little & Co. has agreed to purchase the company's publication and research operations for $1.4 billion in cash.

The Ziff family will retain a small equity interest in the company, which will continue to be based in New York and run by its current management team headed by Chairman and CEO Eric Hippeau.

The company also announced that it will sell its high-tech trade show and conference operations, ZD Expos, to Japan's largest publisher of computer-related magazines and books and largest software distributor, Softbank Corp., for $202 million. ZD Expos, based in Foster City, Calif., will be renamed Interop Expositions. Ziff-Davis's Information Access Co. will go to Canadian media company Thomson Corp. for $465 million. To date, no buyer has been named for Ziff-Davis's new online service Interchange Network Co.

The Forstmann Little deal, which is expected to be final by Dec. 31, calls for the privately held New York-based firm to invest $900 million of its own capital in its new acquisition. The company has never before acquired a publishing company and has no experience in the computer industry. Reportedly, no immediate changes are planned in Ziff-Davis's editorial direction, organizational structure or workforce.

The sale includes the five business units that comprise Ziff-Davis Publishing:

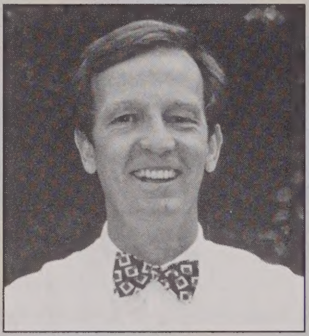
- Business Media Group (*PC Magazine*, *PC Week*, *PC Computing*, *Computer Shopper*, *MacUser*, *MacWeek*, Windows Sources and Inter@active Week).
- Consumer Media Group (*Computer Life*, *Family PC*, *Computer Gaming World*, Cobb Group, ZD Press, Personal Computing supplement and Logical Operations).
- International Media group (German, French, British, Mexican and Chinese publications and the 38 licensees).
- Market Research (Computer Intelligence and InfoCorp).
- ZD Interactive (ZiffNet and Interchange Computing online content services).

Forstmann Little, a private investment firm based in New York City, has undertaken some $12 billion in buyouts since its founding in 1978. It acquires companies on behalf of investors, later reselling or taking the companies public in order to realize healthy financial returns. Previous purchases include Lear Siegler, Pullman Co., Gulfstream Aerospace Corp., General Instrument Corp., and several consumer product lines from Eastman Kodak Co.

Mood Upbeat in the Halls of IDG

"I am delighted that Forstmann Little & Co. has validated that the IT market is an attractive one, and we welcome them into the market. I am certain that their stay, based on their track record, will not be for the long term. A Forstmann Little company is very different from an employee-owned company like IDG."

— **Jim Casella**, chief operating officer, IDG



"I spoke with [Microsoft Chairman] Bill Gates recently at the Invex show in the Czech Republic about the pending sale of Ziff-Davis. This was prior to the Forstmann Little announcement and his feeling was "that no matter who bought Ziff, the intensity of the company would never be the same." In my opinion, Bill Ziff is a technologist, Ted Forstmann is no Bill Ziff, and the company has lost its exclusive IT focus. I see this as a major opportunity for all of us at IDG."

— **Gary J. Beach**, president, Computerworld

"My Ziff-Davis experience suggests that while the underlying culture of the company will now change, perhaps radically, the fundamental publishing core competency of Z-D will not likely erode much in the next four to five years. No one should underestimate Z-D's capacity to be ravenous competitors or investors in key assets. IDG should focus on our customers and our products without worrying too much about our competitors."

— **Jim Martin**, president and CEO, InfoWorld

"Forstmann Little is a financial company that buys troubled properties, then cuts their operating costs, and raises prices to produce short-term profits, while avoiding long-term investments, in order to resell the properties at an appreciated price within a few years. Because the intent of Forstmann Little is to sell the properties again, we could say that only one shoe has dropped on the sale of the Ziff magazines and newspapers. It is not a question of if, but only when, these publications will again be resold. The fact that another new owner of these properties is expected in the not-too-distant future should keep advertisers' anxiety level high about the future of the Ziff publications."

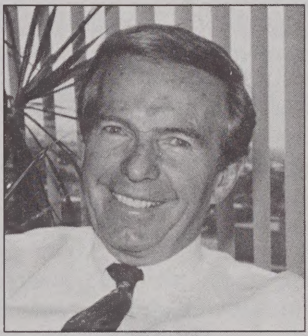
— **Pat McGovern**, chairman, IDG

"It is unclear why Softbank would take a position in the American and European IT trade show markets. The inherent complexity of this move should result in additional opportunities for World Expo."

— **Ken Kaplan**, president,
IDG World Expo

"There are two key points to keep in mind: 1) IDG's share in the European IT publishing market has risen to 30%, up from 27% last year, and this compares to a 9% share for Ziff; 2) IDG's year to date advertising page sales are up 24% compared with a fall of 3% at Ziff Davis. In light of that, whatever reasons Forstmann Little has for buying Z-D, they are a long way behind us in Europe. Frankly, having just concluded our best year ever, and given the rumour that Ziff has lost money in Europe, we don't see them as a major threat to our continued brand leadership position, regardless of who owns them."

— Jeff Meers, managing director,
IMS Europe



"The only question that remains on the Ziff properties is what exit route Forstmann Little will employ and when. The company manages several billion dollars of pension fund money for such companies as AT&T, IBM and GE. The name of the game is to produce extremely high rates of return over a relatively short period of time. To do that they have traditionally built properties through acquisition and then either sold them off or taken them public. Of the 18 companies Forstmann Little has acquired since 1978, they have now fully divested themselves of 11 and are in the process of executing exit strategies on most of those remaining. Forstmann Little will most definitely make Ziff a much more bottom-line-oriented company so that it can be sold outright or taken public down the road."

— **Bill Murphy**, executive vice
president/finance, IDG

"The sale of Ziff to Forstmann Little bodes very well for IDG. Ziff-Davis has been a formidible competitor in the U.S., however, all of their successes have been under the publishing genius of Bill Ziff. I have my doubts whether the eight-member team at Forstmann, whose sole reason for being lies in providing high rates of return to investors, will be able to provide the publishing guidance Eric Hippeau will need (given his record in Europe) to maintain past successes in the U.S."

— **Kathy Dinneen**, president,
IDG Research

"The Ziff-Davis sale story is publishing's version of the O.J. Simpson trial, except we know for sure they're guilty. I'm tired of hearing about it. And most of what I've heard around IDG smacks of wishful thinking, not to mention an unbecoming enjoyment of the troubles of others. I am reminded that we should be focusing not on our competitors, but on our customers. By the way, I hope Z-D's new owners try milking the operation and blow it to pieces!"

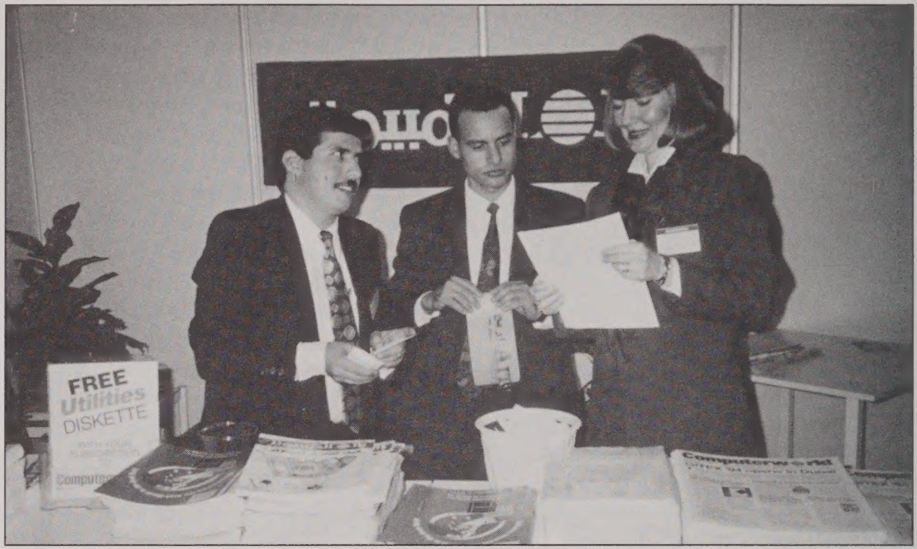
— **Bob Metcalfe**, vice president
technology, IDG

IDC Unveils Comprehensive Study of Middle East IT Markets

GITEX, the largest IT show and exposition in the Middle East held last month in Dubai, served as a forum for the presentation of IDC's latest findings on the area's growing PC market.

In a press conference and seminar for Middle Eastern journalists, IDC Middle East Manager **Doug McLeod** produced data detailing the penetration of technology in specific Middle East IT markets and the overall growth of the region.

The response from the press was impressive, with the story picked up by the Associated Press, UPI and a host of local papers. IDG International Publishing Services President **David Hill**, who made an opening presentation to journalists on IDG's background and position in the local market, attributed the high degree of interest to the fact that IDC is the first company in the region to produce any serious statistical research about computers in the Middle East market.


IDG WORLD UPDATE

COMPUTERWORLD AND PC WORLD MIDDLE EAST STAFF (L-R) DR. NASSER EL-SHINAUI, *Egypt sales manager,* ***Adbel Aziz Kedr****, managing editor and* ***Cheryl Wafai****, editor are stationed at their booth at GITEX in Dubai last month.*

IDC opens Egyptian office

The presentation follows on the heels of this summer's opening of the newest IDC office, IDC Egypt, based in Cairo. "I am excited that IDC has chosen to establish an office in Egypt," said Managing Director **Abdel Aziz Ismail**. "The entrance of a company of IDC's stature into the Egyptian market will be a great boost for the local industry."

IDC Egypt has a two-pronged mission that entails coordinating IDC activities in over a dozen Middle East nations and conducting research, advising and serving as international liaison to Egypt's burgeoning software industry.

IDC has opened a Middle East Research Center headed up by Managing Director **Sanjeet Dabral** to conduct research on the local markets. McLeod said the organization's mission is to build an excellent understanding of the GCC (Gulf Cooperation Council) IT market by developing models describing product shipments and flows, and by maintaining close contact with all major local IT users and suppliers. The group has just completed a study reviewing the major Middle East distribution channels and Dabral will oversee a pilot research project in Africa.

A number of extensive research studies, to be released late this year and into the second quarter of 1995, are also under way. They include the first regional Desktop Printer study, the Systems and Servers markets and the Channel Partners Profile studies. The second annual PC Markets study will provide detailed findings on shipments, vendor strategies and changing government regulations.

Given that close to 200 million people around the globe speak Arabic, and that economies of Middle Eastern nations are generally solid, McLeod believes the region provides "a great opportunity for IT companies as the level of IT spending comes up to the same per-capita level as other regions of the world."

IDC's presentation was not the only IDG presence at GITEX. IDG's Middle East licensee, Wafai and Associates, publishers of *Computerworld* and *PC World Middle East*, had a prominent booth where editions of both publications were displayed. As a subscription tie-in, free utilities disks were offered with *Computerworld Middle East.*

WORLDWIDE BUSINESS UNITS TURN IN GREAT RESULTS

Congratulations to the following IDG business units that have equaled or exceeded plan for the full year FY94:

UNITED STATES

- CIO
- Computerworld
- Federal Computer Week
- IDG Books
- Infotainment World
- InfoWorld
- Network World
- PC World
- Publish
- IDG World Expo

NON-U.S.

- IDG/CI Argentina
- IDG/CI Australia
- IDG/CI Brazil
- IDG/CI Bulgaria
- IDG/CI China Computerworld
- IDG/CI Czech Republic
- IDG/CI Germany Computerwoche
- IDG/CI Germany Magazines
- IDG/CI Hungary
- IDG/CI Hong Kong
- IDG/CI Italy
- IDG/CI New Zealand
- IDG/CI Poland
- IDG/CI Singapore
- IDG/CI Spain
- IDG/CI Sweden
- IDG/CI Switzerland
- IDC China
- IDC Italy
- IDC France
- IDC Scandinavia

IDG WORLD UPDATE's

Local Loop

FOR SALE

- **18-cubic-foot refrigerator**. White, fully-operational, cosmetic problems. $150 or best offer.
- Amy Johnson, InfoWorld (415-525-3433)

- **Panasonic RX-1124i 24-dot matrix printer**. Features include selectable fonts, super letter quality and quiet mode. Perfect condition, very little use. $165 or best offer.
- David Rings, IDC (508-935-4524)

- **Brass swing arm lamps.** Two brand new, unopened lamps. $20 for set.
- Karen Weiss, Publish (415-267-1712)

- **Original Macintosh portable computer.** 20MB hard drive. 2MB RAM. Speed is 16MZ. Running System 5. $400 or best offer.
- Toni O'Connor, Computerworld (508-820-8566)

- **Macintosh SE (superdrive).** Extended keyboard, mouse, dust covers and carrying case. No hard drive. $350.
- Liz McPherson, IDC (508-935-4381)

- **Mirage Motobecane 10-speed bike.** Almost new. Blue. $50.
- Penny Winn, IPS (617-423-0406)

FOR RENT

- **Vacation rental in White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the fall and winter.
- Madeleine Spencer, IDC (508-935-4390)

WANTED TO BUY

- **Peter Jackson's video *Dead Alive*.** Must include original cover box.
- Richard Popko, Multimedia World (415-546-7722)

BIRTHS

- Joshua Robert Reinstein was born to Marcia and **Bill Reinstein** (Network World) on September 24. Joshua weighed 7 lbs., 8 oz., and was 21 inches long. He was welcomed home by 22-month-old big sister Danielle.

- Kathryn Margaret Schwartz was born to **Dee Schwartz** (IDG World Expo) and Dave Armstrong on September 30. She weighed 7 lbs., 10 oz., and was 20 inches long.

CHILDCARE

- **Experienced, loving childcare provider** to care for 19-month old twins at our home in Natick, Mass., from Jan. 2 - Feb. 10, 1995. Hours: Monday-Friday 8am - 6pm. Excellent salary to the right individual!
- Cathy O'Leary Hayes, CIO (508-935-4521)

- **Day Care Slots Available.** Due to a recent move, my children will be leaving (sadly) the best licensed family day care provider in Boton. Frances is located on Beacon Hill and is licensed for infants through preschoolers, and I guarantee your kids will love her! For more information, please feel free to contact me or Frances at 617-367-4713.
-Penny Winn, IPS (617-423-0406)

MARRIAGES

- **Shelia Behravesh** (IDG Books) and Thomas Lynn were married on October 2.

- **Marian Bernstein** (IDG Books) was married to Mike Wallace on October 1.

- **Jennifer Ramirez** (IDG Books) married John Thoryk on September 24.

AND THE LUCKY WINNER IS...

InfoWorld's Steve Fricke, regional manager for the Northern California/Pacific Northwest territory, won the raffle for two nights at the Highlands Inn Resort & Spa in Carmel, Calif. Nadia Maudsley of _PC World_ donated the prize, which she had won for being the top fundraiser among West Coast IDG offices for this year's San Francisco AIDS Walk.

Thanks to the generosity of IDG employees on both coasts, the raffle yielded $1,060 in contributions to AIDS-related causes.

• CONTINUED ON REVERSE •

Turn the page for a coupon to use for sending in your own ads!

Get a jump on the holiday season with...

IDG WORLD UPDATE's
Local Loop

The *Local Loop* is inserted monthly in *IDG World Update* and circulated to all U.S. business units. If you have items for sale or rent, items you would like to buy or services to offer or services needed, fill out the coupon below.

Ads should include the following information:

- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth announcements may also be submitted.

Information should be sent directly to the editors of the *IDG World Update* via interoffice mail, fax: 617-423-0712 or mailed to:

IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

Any questions? Call 617-423-9030.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

____

____

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by December 6 in order for them to appear in the December 12 issue!

IDG Job Opportunities Update
Monday November 7, 1994

ASSOCIATE / HUMAN RESOURCES ANALYST (IDG)
Ideal candidate will be responsible for assisting the Director with Corporate, International and Executive Human Resources projects. Generalist HR experience along with compensation and benefits experience preferred. Proficiency in MS Word, Excel, Pagemaker and Powerpoint is necessary. Excellent communication and project management skills required. Foreign language skills a plus.

DIRECTOR OF NATIONAL ACCOUNTS (IDG / MARKETING SERVICES DIVISION)
The successful candidate will be responsible for the marketing of IDG products and services to the IT industry's largest vendors. Individual should have prior industry experience and a strong knowledge of marketing trends/dynamics. Excellent presentation skills are necessary. Must be a self-motivator.

PART TIME CLERICAL ASSISTANT (IDG / INTERNATIONAL MARKETING SERVICES)
The IMS Department is looking for an individual to perform various duties to include, client invoicing, data entry, collation, currency conversion and mailings. Responsibilities will also include collating media kits and sorting and arranging incoming publications for the IMS library. Macintosh experience required. Individual must be detail-oriented. 10-15 hours per week.

ASSISTANT TO THE PRESIDENT (IDG / INTERNATIONAL MARKETING SERVICES)
The individual in this position will provide front line support to the President of IMS. Responsibilities will include processing invoices, negotiating with suppliers and making travel arrangements. A basic knowledge of magazine/advertising terminology a plus. Must be Macintosh literate and be familiar with Excel spreadsheets, Pagemaker layouts and Persuasion slides. Organizational and interpersonal skills are essential. A desire to learn global marketing basics in a fast paced environment necessary.

WESTERN REGIONAL SALES MANAGER (NW)
The ideal candidate will be responsible for managing the western sales territory. This position is based in Northern, CA. 7-8 years of sales experience with at least 1-2 years of sales management experience required. Strong management skills and a proven sales record essential. Experience in the IT industry preferred.

P/T EAST COAST SALES ASSISTANT (IDC)
The individual in this position will provide support to the Senior Account Manager and back-up support as needed to the Administrative Assistant to the VP of East Coast Sales. Duties will include internal client interaction, all internal paperwork, marketing packages and filing. Additional responsibilities include organizational projects, territorial projects, monthly reports, presentation kits and maintaining research files. Experience with MS Word, Excel Spreadsheet and d-base required. Must be able to type 50wpm.

DESKTOP PUBLISHING SPECIALIST (IDCG)
The successful candidate will work with the research and marketing departments to produce newsletters, bulletins, reports, brochures and other special projects. 1-2 years experience DTP skills on the Mac required. Copy editing and organizational skills are necessary. AP style, Quark and MS Word a must. Freehand or Illustrator desired. BA in English or Journalism preferred.

ACCOUNT EXECUTIVE (CW/RTI)
The individual in this position will be responsible for extensive client management, strategic development and response management. The successful candidate must be an effective communicator, service oriented, attentive to detail and able to manage several projects simultaneously. Previous experience in telemarketing programs, management of marketing databases and lead generation a must. Computer skills and a working knowledge of on-line services essential.

ASSOCIATE EDITOR / SENIOR EDITOR, LAN (IW)
The successful candidate should be well-versed in LAN and possess excellent writing and editing skills. A minimum of 2 years experience as an editor with a computer publication required. Organizational and team building skills are necessary. Must be able to meet deadlines.

SALES MANAGER (MAC)
The candidate for this position will be responsible for developing and directing the strategies of the Ad Sales Account Executives. Individual will facilitate the sales teams to bring together their ideas, customer needs and sales needs to completion. He/She will also manage the growth and development of the Account Executives, while helping to increase revenue and overall customer satisfaction.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta Danielle Volpe	(508)935-4734 (508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham/ Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/ IMS/ETA	Kathleen Fantoni Theodora Guest	(508)935-4531 (508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan Jamie Maroney Pat Levenduski	(415)312-0611 (317)895-5222 (415)312-0622

IDG Job Opportunities Update

November 7, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Associate / Human Resources Analyst	Framingham, MA	T. Mathews	(508)935-4710
IDG	Director of National Accounts	MSD, Stamford, Ct.	E. Ouellette	(508)935-4605
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Payroll / Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Technical Specialist	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/IMS	P/T Clerical Assistant	Framingham, MA	S. Merchant	(508)820-8203
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
IDG/IPS	Editorial Assistant	Boston, MA	M. Cornetta	(508)935-4734
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program Planning	Framingham, MA	S. Brown	(508)935-4099
CIO	Manager, Program Operations	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Program, Comm. Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Coordinator	Framingham, MA	S. Brown	(508)935-4099
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Copy Editor, Level I	Framingham, MA	M. Cornetta	(508)935-4734
NW	Art Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	Special Projects Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	P/T East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Group Mkt. Mgr., Personal Systems	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Per. Syst. & International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Survey Research Analyst, International	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Associate Research Analyst, P-3	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Desktop Publishing Specialist	Falls Church, VA	K. Fantoni	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Assoc. Publisher / Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Driscoll	(508)879-0700
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700

IDG Job Opportunities Update

November 7, 1994

Division	Title	Location	Contact Mgr.	Phone
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	Account Executive	Framingham, MA	J. Tyler	(508)997-6206
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)312-0464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Rep. / New England	Natick, MA	L. Schmid	(415)312-0669
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & Desktop Publ.	San Mateo, CA	S. Barnes	(415)312-0464
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)312-0464
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)312-0464
IW	News Editor	San Mateo, CA	S. Barnes	(415)312-0464
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, Application Dev. Team	San Mateo, CA	S. Barnes	(415)312-0464
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Desktop Systems	San Mateo, CA	S. Barnes	(415)312-0464
IDG/B	EVP Sales & Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Director	Braintree, MA & San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Admin. Asst. to VP, Business Dev.	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Acquisitionsd Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Senior Financial Analyst	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Credit & Collections Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Controller	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Publisher / Custom Publishing	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW/Edit.	Senior Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Circulation Business Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW	Asst. to the Associate Publisher	Multimedia World, San Francisco,CA	P. Navone	(415)267-1769
PCW/News	PC Experts/Technical Writers (2)	IDG Newsletters Corp., Boston, MA	K. Fantoni	(508)935-4531
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Manager	San Francisco, CA	C. Brink	(415)978-3254
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IFTW	Art Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Book Editor / Book Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Executive Assistant to the President	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536

COMPUTERWOCHE

continued from page 1

EDITOR-IN-CHIEF DIETER ECKBAUER began his career with *Computerwoche* in 1974 as a free-lance reporter. Today he leads an editorial staff of 25.

promotes neccessary changes by representing differing opinions," he added.

"Our readership is changing," Eckbauer noted. "It's not the people that are focused only on the IBM mainframe world anymore that read the book, but a younger generation with a different, more open point of view."

"The challenge ahead of us is that the book will change to a more general information resource management tool with a clear connection to the general business world," Eckbauer said. "Management today, to a large extent, is IS management, and the importance of it to businesses will only increase," he noted.

Twenty years ago, typewriters were the machine of choice in the *Cwoche* editorial offices. Today, the staff logs onto a PC LAN. In the early days, reporters got their best international IT news at the airport where page proofs from *Computerworld* U.S. would arrive weekly. Today journalists rely on electronic distribution of worldwide IT news over the IDG News Service and other on-line news services. However, despite all the improvements in technology, making a paper still requires "a little bit of art," Eckbauer noted. "Somehow, like a miracle we always fill the pages."

*Thanks to IDG News Service Munich correspondent **Torsten Busse** for contributing this story.*

ON THE JOB

IDG ARGENTINA OFFICE ASSISTANT CLAUDIA SANS WEARS MANY HATS

As office assistant in G&A for IDG's Argentine subsidiary, Claudia Sans is a sort of jack-of-all-trades. The office, situated in one of the older barrios of Buenos Aires, houses the 15 staff members of IDG and IDC Argentina.

"Claudia is the nexus of this office," said General Manager Ruben Argento. "She coordinates all of our operations."

Claudia, who joined IDG in 1990, has responsibilities that run the gamut from making the daily deposits to managing two office messengers. She works with the outside accounting firm contracted by IDG Argentina to complete monthly audits, follows up with clients for overdue payments and oversees inventory and ordering of office supplies.

Claudia is the first to welcome clients and subscribers to the office, and the first voice to greet them over the phone. She also occasionally assists Circulation Department Assistant Andrea Trigila with subscription and delivery issues, staffs the department when Andrea is out of the office, and is always stationed at IDG's booth at major trade shows and expositions. To round out this potpourri of responsibilities, Claudia assists with translations. Having studied English for seven years, she is able to help in the translation of correspondence and to act as an interpreter on overseas phone calls.

IDG WORLD UPDATE

CLAUDIA SANS JUGGLES AN ARRAY OF tasks in the course of a typical day at the IDG Argentina office.

U.K. PURCHASE

continued from page 1

focuses on leisure use of computers, education and simple personal productivity and business applications. Advertising is heavily game-oriented.

The other titles acquired are *CD-Rom Now*, *CD Powerplay*, *Acorn User*, *Acorn Computing*, *Amiga Action*, *Amiga Computing*, *ST Review*, *GB Action* and *Movies Games and Videos*, which is published in association with the television program of the same name.

"With the acquisition of the Europress titles, IDG now has a core business with which it can expand to become the major player here as it already is in so many other countries," said Derek Meakin, founder and chairman on the Europress Group. "For our dedicated staff and the very strong management team led by Managing Director Ian Bloomfield, the arrival of IDG means many more career opportunities in what is the fastest growing market in publishing today."

According to Meakin, the Europress Group's top management will be devoting more time to another subsidiary, Europress Software, which is the U.K.'s leading publisher of educational software with 70% of the market.

According to new figures from the Register Group, IDG's year-to-date share of the European technology advertising market has risen from 30%, up from 27% last year. This compares to a 9% share for competitors Ziff-Davis and 6% for VNU. IDG's year-to-date advertising page sales are up 24% compared with an increase of 3% at VNU and a decline of 3% at Ziff-Davis.

IDC Names Fourth-Quarter Excellence Awards Winners

KELLY LYNCH

(L-R) CINDY BOROVICK, MARCIA FARRINGTON, TED JULIAN, KARLYN GALE AND *Debbie Clifford* *received framed certificates and a monetary award.*

Five outstanding IDC employees were recognized for their performance during the fourth quarter of FY94. Each quarter, U.S. IDC staff nominate colleagues; winners are chosen by a five-member committee.

Karlyn Gale — *Business Development*
Karlyn, a senior research analyst at IDC's Leasing Planning Service, has developed a database that will automate the process of calculating the future value of computer equipment. The IDC Residual Value Interactive Numbers Generator is an important component in IDC's strategy to increase analyst productivity. Karlyn worked closely with colleagues in the U.S. and the U.K. to define specifications and methodologies and ensure that details were completed on schedule.

Debbie Clifford — *Teamwork*
Debbie, a financial analyst in the accounting department, handles not only accounting but also the administrative and budgeting-related projects for colleagues at IDC and LINK Resources. She was cited for her assistance in navigating through the processes and procedures while making things happen quickly and efficiently.

Marcia Farrington — *Teamwork*
As manager of client software services, Marcia not only fulfills the many requests and demands of the people she supports, but also has improved deliverables to clients. Marcia's extraordinary attention to detail enables her to regularly catch errors in bulletins and research lists before they go out to the clients.

Cindy Borovick — *Quality*
Cindy, research manager for the Computer Networking Architecture Program, conducted a number of important new projects that have resulted in high quality research, new business and highly satisfied customers. These projects have included research on the IBM AS/400 networking market that employs the CW database, a new methodology for sizing and forecasting the enterprise networking market, and new product opportunities in distributed networks.

Ted Julian — *Service*
Ted, a PC Hardware analyst, received numerous accolades for his responsiveness to inquiries, his understanding of clients' information requirements and his upbeat attitude under pressure. As principal writer, coordinator and editor of the *IDC Weekly Update*, he has made the publication a success by implementing electronic delivery. Readership has grown to thousands of IT professionals worldwide. In addition, he developed and launched the PC Hardware Bulletin Board, a potentialy powerful competitive weapon for clients and IDC.

SALES SUPERSTARS REAP IDC ACCOLADES

LARRY BISHOP, SENIOR VICE PRESIDENT *of U.S. sales and operations, stands with two-time sales honoree* ***Sandra Harrington.***

IDC announced its FY94 U.S. sales awards during the IDC annual sales dinner in Boston on Oct. 20. Congratulations to the following:

- **IDC SALESPERSON OF THE YEAR**
  Sandra Harrington
  Sales Manager, IDC West
- **MOST NEW CIS BUSINESS SOLD**
  Sandra Harrington
- **HIGHEST PERCENT INCREASE IN CIS BOOKINGS OVER QUOTA**
  Julia Blelock
  Vice President, regional sales LINK Resources
- **SPECIAL CONSULTING AWARD**
  (for growing bookings to over $8 million)
  Don Best, *Vice President, consulting sales*; Terri Bergstrom, *Director, marketing/consulting sales*
- **MOST HELPFUL SALESPERSON**
  (voted by the research staff)
  Denise Haines
  Sales Manager, IDC West
- **MOST HELPFUL ANALYST**
  (voted by the sales staff)
  Marco Boer
  Research Manager, Personal Systems

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-SEVEN YEARS
Ted Bloom - IDG

TEN YEARS
Charlie Babcock - Computerworld

NINE YEARS
Diane Deflorio - IDC
Marianne Khoubesserian - IDG France
Jeff Edman - PC World

EIGHT YEARS
Paul Earl - ETA
Jose Luis Diaz - IDG Spain
Juan Manuel Urraca - IDG Spain
Sergio Saenz - IDG Spain

SEVEN YEARS
Michelle Chase - IDG
Jeff Oterson - IDG Central Services

SIX YEARS
Jayne Enos - IDG
Harvey Diamond - PC World

FIVE YEARS
Marco Bertolotti - IDG Italy
Erik Geijer - IDG Sweden
Lisa Crutchfield - PC World
Neil Versen - Publish
Sandy Wong - PC World

FOUR YEARS
Janice Crotty - Infotainment World
Oliver Lawrence - InfoWorld
Charles Piller - Macworld
Natalia Parron - IDG Spain
Paul Worthington - Multimedia World
Wayne Silverman - PC World

THREE YEARS
Emily Jeanne Gaytan - Computerworld
Elizabeth Freedman Girioni - IDC
Lynn Levasseur - IDG
Deborah Nordin - IDG Books
Johan Egging - IDG Netherlands
Cheryl Brink - PC World
Torsten Busse - Int'l Publishing Services

TWO YEARS
David Hughes - Computerworld
Laura Hunt - IDC
Jeff Symoens - InfoWorld
Chris McAndrews - MSD
Laurie Morgan - MSD
Nadia Maudsley - PC World

ONE YEAR
Kim Martin - IDG World Expo
Henry Debardeleben - IDG World Expo
Ariane Butler - Federal Computer Week
Lauri Jones - IDC
Trudy Neuhaus - IDG Books
Michael O'Connell - Advanced Systems
Anita Dennis - Publish
Rebecca Neeley - Publish
Heidi Wolff - PC World
Peter Stangel - Multimedia World
Kathryn Collins - PC World
Barbara McDonald - Advanced Systems
Robin Azar - CIO

IDG Books and the Little Bed That Could

On Oct. 23 IDG Books joined over 30 local organizations to raise money for the San Mateo County General Hospital at the annual Bed Race and Parade. The race, a quasi-athletic event in which customized road-racing beds vie for a much-coveted trophy, was a tremendous success and delivered over $30,000 to the hospital for the purchase of large and small equipment.

The competition was fierce and IDG Books' bed, "The Dummies Dream Machine," had a rough start in the parade that preceded the race. When the bed lost its rear wheel the team was forced to carry the bed back to the starting line. But with quick repairs by runners President **John Kilcullen** and Office Assistant **Eddie Babasa**, the bed was fixed just moments before the race.

ROLLING AT A LEISURELY PACE ARE IDG BED RACERS *(clockwise, left) John Kilcullen, Eric Tyson, Eddie Babasa, Mike Kelly and , as the rider, Polly Papsadore.*

Racers John Kilcullen, Eric Tyson, (author of *Personal Finance for Dummies™)*, Eddie Babasa and former Books employee Mike Kelley running with the bed — and Director of Marketing **Polly Papsadore** riding on the bed — won three of four heats. The little bed, alas, finished its last race with a bang by losing a wheel and running over Mike Kelley. Mike survived, but the bed was unable to limp into the finals.

Throughout the day, International Account Executive **Christina Turner** stationed the "Dummies" booth with **Kim Clark**, manager of international sales administration, and sold raffle tickets to collect additional money for the hospital. Over $250 was raised in a few hours by raffling three sets of IDG Books' titles. Yellow and black bookmarks were handed out and VP of Human Resources **Ginny Tolan**'s dog **Bandit** stole the show as the company's mascot.

The bed, built and decorated primarily by Marketing Coordinator **Stefani di Mauro**, was adorned with a giant reproduction of the *The Internet For Dummies™* and an oversized mask of the Dummies guy, worn by Polly Papsadore in the parade that preceeded the race.

IDG Books' employees and families gathered for a post-race picnic, organized by Executive Assistant **Susan Davis**, to celebrate the near victory. IDG Books is sure that in next year's race, their bed, already named "The Crash Test Dummies," will emerge victorious.

Thanks to IDG Books Publicity and Events Manager ***Kathy Day*** *for contributing this story.*

NOTEWORTHY

PROMOTIONS

Network World announces a host of promotions. **Nanci Farquharson**, formerly executive assistant to Network World President **Colin Ungaro**, has been promoted to office services manager. She will take on additional general operational responsibilities, serve as human resource liaison and become more involved in coordinating financial reporting. "Nanci has been with Network World for four-and-a-half years and has been a very valuable asset to the administration department in her ability to get a variety of assignments accomplished in a timely manner," said Vice President of Finance and Operations **Mary Fanning**.

John Dix has been named editor of *Network World* where he will oversee day-to-day operations and strategic planning. John will also work to position *Collaboration* as a stand-alone publication instead of a supplement.

Jodi Cohen has been promoted to staff writer. "Jodi has been a valuable contributor to both the copy desk and the LAN team in her year-plus with *NW*," said News Editor **Paul Desmond.** "She's demonstrated a keen attention to detail and a knack for picking up on difficult technologies and concepts."

Karen Moltenbrey has been named chief copy editor, responsible for coordinating all copy editing and page production as well as managing *NW*'s copy editors.

NEW EMPLOYEES

NEWTON
IDG WORLD UPDATE

More new hires at *Network World***.** **Mary Kay Newton** has joined *Network World* as executive assistant to President Colin Ungaro. She comes to IDG from Innovation Associates, where she was an administrative assistant. Mary Kay graduated from the legal secretarial program at Becker Junior College and spends her off hours cooking up her famous marinara sauce and making craft items such as eucalyptus wreaths.

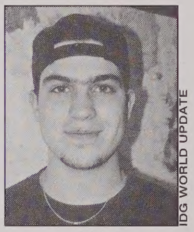
Margaret Dornbusch, a staff writer on the LAN beat, served as managing editor of the monthly *NetWare Solutions* magazine and was a reporter with the *Austin Business Journal*. Margaret is a computer buff who likes tinkering with PCs and surfing the Internet. She will work from her home in Austin, Texas.

SCHLESINGER

Lee Schlesinger is test/reviews editor for the Features section. Lee was instrumental in helping CMP's *Network Computing* establish and operate its intial test facility and worked most recently as editor of *Enterprise Networking*. "Lee has the unique quality of combining diplomacy, networking knowledge, and well-honed editing skills, with a dash of humor — the essential tools he'll need to advance our strategic testing initiative," said Features Editor **Charles Bruno**.

DINITTO
IDG WORLD UPDATE

Matt DiNitto is part-time mail clerk when he's not running his own bakery sales route. In his free time he enjoys an array of sporting activities including football, baseball, golf and fishing.


PIANTEDOSI
IDG WORLD UPDATE

Jeff Piantedosi is also a part-time mail clerk. Jeff is a Framingham native who before joining *NW* worked as a clerk at Super Stop & Shop. He will be entering his sophomore year at the University of Massachusetts/Amherst. Jeff enjoys soccer and skiing.

Dana Burger is an administrative assistant for *PC World* out of Atlanta, Georgia. She received a BS in business communications from Kennesaw State College and serves as the president of the Good Mews Animal Foundation.

Computerworld continues to add to its roster of employees. **Kathie Gow** has been hired as senior editor for the In Depth section of *Computerworld*. Kathie, who will be sharing the position with editor **Lory Dix**, is an IDG veteran. She was originally hired as a copy editor for *CW* in 1981. She worked from 1986 to 1989 for the IDG News Service as international editor and editorial director. Kathie has a BA in English from Colgate University.

CHUPKA
IDG WORLD UPDATE

Christine Chupka is a human resources assistant. She most recently worked in a similar capacity at the Bridge of Central Mass., Inc., Christine has a BS in human resources management from Southern Massachusetts University and enjoys tennis, basketball and gardening when she has a free moment.

BOIARDI
IDG WORLD UPDATE

Lori Boiardi has signed on as a graphic artist for the Marketplace section. She has a BA in art from Framingham State College and is currently attending the New England School of Design. She is a biking and roller-blading enthusiast.

GITELSON
IDG WORLD UPDATE

The CW Database Division has hired **Emily Sarah Gitelson** as a quality assurance specialist. Previously a market research assistant for Dallamora Relocation, Emily has a degree in marketing from the University of Massachusetts/Amherst. In her free time, she enjoys music and reading and is involved in charity work.

CIO has hired **Tracy Anne Grogan** as an administrative assistant. Tracy was most recently an account executive at the MSP Group, Inc., a marketing database company. She earned an associates degree in science from Aquinas Junior College and is pursuing a BS in business at Boston University and Nichols College in the evening. She spends her free time enjoying friends, working out, skiing and golfing.

Stephanie Winklewicz has been hired as a telemarketing representative for Response Technologies. Stephanie is a recent graduate of the University of Massachusetts/Dartmouth where she earned a BS in marketing. She counts theater, art and reading among her many outside interests.

Steve Costa is *Macworld*'s new online administrator. Before joining *Macworld*, Steve was executive director for BMUG where he was responsible for product development, long range planning and online presence. In his free time Steve enjoys biking, books, online, surfing and gardening.

MORRIS

Mary Morris is the office administrator for IDG's regional sales office in Dallas, Texas. Mary spent two years studying at North Texas University and studied business and English at Richland Community College's continuing education program. She previously worked as group secretary for the IRS' Criminal Investigation Dept. She loves outdoor activities including water and snow skiing and likes to travel, cook and read.

Pardhu Vadlamudi is a multimedia and graphics reporter for *InfoWorld*. Pardhu received a BS in journalism from the University of Wisconsin/River Falls and enjoys spectator sports.

A freelancer for *Publish* since 1992, **Dan Doerner** has joined the magazine as a technical designer. He will be writing articles and creating illustrations. Dan has a BA in art from the State University of New York in Albany. He has a wide range of outside interests which include biking and playing in a pool league. Dan also is a singer and songwriter and plays guitar at open mike nights at local clubs.

Rita Lenser has joined IDG Books as an executive assistant. Before coming to IDG, Rita was an executive assistant at OPEN MRI in Hayward, Calif. She is involved with vocal groups and youth support groups and also enjoys craft making, windsurfing and Tai-chi.

ROB RUBRIGHT

ANDERSON

Aaron Anderson has signed on as a part-time merchandiser for the IDG Books' Merchandising Program. Aaron will be responsible for sales in Northern California.

IDG WORLD UPDATE

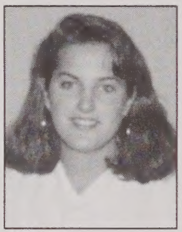
BAYON

Jennifer Bayon is the new licensing administrator for International Publishing Services. Prior to joining IPS Jennifer was the international operations coordinator for American Network Technologies where she oversaw operations between the company's U.S. and Chinese offices. She received a BA in Hispanic studies and economics from Connecticut College.

Infotainment World has a host of new employees. **Christina Cheney** is an electronic media publishing specialist overseeing the monthly CD-ROM sampler bundled with *Electronic Entertainment* on newsstands. Christina has a BA in English from the University of California/Davis and spends her free time mountain biking and traveling.

Manuel Barredo is a design intern who also works part-time at Nordstrom's department store. Manuel studied architecture at the College of San Mateo and majored in design and television at San Jose State University. His interests include videotaping and photography.

Ad coordinator, **Manisha Patel** coordinates insertions of ads in *GamePro*, *SWATPro* and *Sega Visions* magazines. Manisha has a BA in general art from California State University/Long Beach and enjoys hiking and biking.



WATT

Laura Watt is production coordinator for *Sega Visions*. Laura worked most recently as production coordinator for *PC Computing*. She earned a BA in English and minored in French at Mount Holyoke College and enjoys biking, canoeing and diving.

TRANSFERS

Advanced Systems welcomes **Hilary Green** as regional sales manager. Hilary was previously account manager for *InfoWorld*'s Pacific Northwest territory,

---

Former *PC World* employees **Caroline Jones** and **Rick Popko** have joined *Multimedia World* as assistant editor and editorial assistant, respectively.

CHAIRMAN'S ACHIEVERS

FY94 Fourth-Quarter Winners Named

The Chairman's Achiever Award is given to one winner and two runners-up from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

WINNER
Janett Kennedy
Multimedia World

RUNNER-UP
Trudy Neuhaus
IDG Books

RUNNER -UP
IDG Italia team

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

CELEBRATING 10

Charles Babcock

HOME: San Francisco, Calif.

JOINED IDG: August 1984 as New York correspondent for *Computerworld.*

CURRENT TITLE: Technical editor, *Computerworld*

RESPONSIBILITIES: Writing a weekly column, "The Meta View," reporting to the editor on technology trends and working with the staff on technical reporting.

MOST CHALLENGING PART OF YOUR JOB: Scrambling from spot to spot, technically speaking.

BEST PART OF YOUR JOB: Constant free education

LATEST ACCOMPLISHMENT: A column explaining how Intel and HP architectures could exist on single chip.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? No way. I've never been anyplace for 10 years.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? My job has changed constantly and it keeps getting better.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Say they learned something from me.

INTERESTS OUTSIDE THE OFFICE: Sailing, archery and good books.

DREAM DESTINATION: Edinburgh, Scotland

IDG CHAIRMAN PAT MCGOVERN ESCORTED CHARLIE BABCOCK *(r) to dinner in honor of his 10th anniversary with the company.*

WORDS TO LIVE BY: Stay open to the possibilities of life.

FANTASY JOB: Start a new publication, the next *Computerworld.*

MANAGER'S PROFILE: "I've known few people in this business who can match Charlie's integrity as a journalist. He has always been a tireless student of the market, the computer industry and the IT professional. He is a deeply respected authority on information technology and has worked with many of our newer people, always as a respected mentor."

— **Bill Laberis**, editor-in-chief, *Computerworld*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with 6,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 220 newspapers and magazines in 64 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the GE BusinessTalk boxes above followed by @idg.geis.com.

Volume 24, Number 46

November 14, 1994

IDG EMPLOYEES EXPLORE FULL RANGE OF PUBLISHING ACTIVITIES AT MPI
PAGE 2

ON LINE: NANCY NEWKIRK UNRAVELS THE MYSTERIES OF IDG'S IS GROUP
PAGE 3

IDG HUNGARY SNAGS TOP SPOT IN IT MARKET; LAUNCHES TWO PUBLICATIONS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Marketing Kit Underscores IDG's Global Leadership Role

Billed by IDG President **Kelly Conlin** as "the most ambitious marketing program IDG has ever undertaken," the new IDG Global Marketing Kit debuted today at Comdex. "The kit involved the collective efforts of people in more than 40 countries to pull it together in record time, and the results show it to be a very impressive package," Conlin said.

Information in print and CD-ROM formats provides marketers with easily accessible, concise profiles of the global information technology markets and IDG/IDC activities in 54 countries. It also contains an IDG video with testimony on the value of IDG publications from Microsoft Chairman Bill Gates and other industry notables.

IDC took on the country profiles project this summer at the behest of IDG's Marketing Services Division, which initially wanted European data assembled for the launch of MSD/Europe. It quickly became clear, however, that this kind of package would be useful for IDG and IDC clients and staff everywhere.

"The project demonstrates the unrivaled scope of IDG's worldwide pres-

•CONTINUED PAGE 5•

Do It with... Newsletters

PC World Newsletters rolls out two new product lines and the first online newsletter delivered via Lotus Notes

IDG WORLD UPDATE

THE PC WORLD NEWSLETTERS CREW CURRENTLY PRODUCES SIX NEWSLETTERS AND *a variety of books, videos and computer-based training materials. Front row (l-r): Joan McNeil, Craig Pierce, Stewart Deck. Middle row (l-r): Jacqueline Migell, Meredith Seller-Doesschate, Carolyn Copp, Karen Frangione, David Bromley, Jim Welp. Back row (l-r): Joyce Chutchian-Ferranti, Joe Pierce, Vicki Blake, Richard Cranford, Scott Tharler.*

With the launch of two new product lines and the introduction of the first online Lotus Notes newsletter, PC World Newsletters has taken a big step toward establishing itself as a leader in providing newsletters and other training materials to assist users in maximizing software productivity.

October marked the unveiling of the first issue of *Do It with Lotus SmartSuite*, which exceeded direct mail gross response within the first 10 days; the premiere issue of *Do It with Microsoft Publisher* debuts this week at Comdex. Early circulation reports indicate that *Publisher* has already exceeded expectations. With this series, PCW Newsletters plans to "do for newsletters what IDG Books did for computer books," said Vice President/Business Development **Joe Pierce**. Addressing how, not why, specific software functions, the *Do It with...* newsletters are geared to the average user and offer a full range of tips, techniques and advice.

•CONTINUED PAGE 6•

Employees Gain 'Whole-Business' Perspective at MPI

Forty employees attended the most recent Management Publishing Institute (MPI) programs held on the East and West coasts in September and October, respectively, bringing the total number of participants in the two-year-old program to close to 150.

Organized by IDG's Corporate Human Resources department, MPI is a three-day immersion in the publishing process that provides participants with an overview of the various functional areas and an enhanced understanding of how they work together in the creation of a publication.

Presenters, drawn from the ranks of various IDG business units, share their expertise in sessions devoted to editorial, art and design, production, business management, marketing, research, ad sales and circulation. Also included is a discussion of the role of the publisher and an overview of the HR function.

KELLY LYNCH

FRONT ROW (L-R): JOANNE WITTREN (NW), DIANNE STEELE (IDG BOOKS), JACQUELINE *Migell (PCW Newsletters), Isabelle Kane (IW), Joan Daly (MSD), Mary Doyle (CW), Tom Mathews (program host), Mary Cornetta Brown (IDG), Janet King (IDG Research), Virginia Hutton (Laurentian Technomedia), Colin Ungaro (NW, MPI presenter). Back row (l-r) John Moore (FCW), Chris Cuoco (CW), Scott Frank (MSD), Russ Hoefer (IFTW), Walter Manninen (CIO), Bob Brewin (FCW), Charlie Bruno (NW), Carolyn Copp (PCW Newsletters), Terri Merrell (IDG World Expo), Steve Plevin (MW), Lisa Judd Perkins (IDG World Expo).*

KELLY LYNCH

FRONT ROW (L-R): CARMEN MANGION (IFTW), KELVIN GEE (MW), TOM MATHEWS *(program host). Second row (l-r): Jim Shepherd (IFTW), Chris Tacy (IMI), Tracey Capen (IW), Cynthia Mazzola (MW), Clare O'Brien (NW), Faith Lee (IMI), Tish Lehane (CW), Darren Ford (CW), Nadia Maudsley (PCW), Beth Jenkins (IDG Books), Polly Papsadore (IDG Books), Marc Calvanico (IW), Jim Martin (IW, MPI presenter). Third row (l-r): Tom Gewecke (PCW), Robert Kanes (PCW), Jenifer Clarkson (MW), Bob Ainsworth (IW, MPI presenter), Vince Broady (MMW).*

'A ton of information'

Attendees at this year's sessions were enthusiastic in their praise, with the average evaluation score exceeding 4.5 on a scale of 5.0. "I was so impressed by the caliber of instructors," noted **Lisa Judd Perkins**, IDG World Expo director of international sales and support, who attended MPI East in Tyngsboro, Mass. "It was clear that they take their responsibilities [to MPI] very seriously, and they shared a ton of useful information."

Participants also worked together in small groups on several case studies involving hypothetical publishing situations. The exercises promoted a greater appreciation for the concerns and priorities of different functional areas. "As a marketing person, it was great to have an opportunity to view a situation from an editorial point of view," said **Carolyn Copp**, director of sales and marketing at PC World Newsletters. "We had a very interesting discussion about whether editors belong on sales calls. **John Gallant** [*Network World* editor-in-chief] gave me new insights on the importance of the separation of 'church and state' [editorial and advertising]."

MPI is offered at least twice a year, once on the East Coast and once on the West. Additional sessions are added on an as-needed basis. Attendance is limited to approximately 20 participants and attendees must be nominated by their managers or business unit presidents. The U.S. MPI is open to employees in the U.S., Canada and the Pacific Rim. The European Publishing Institute debuted earlier this year and will be repeated as often as needed. The possibility of organizing a Latin American MPI is currently being explored. If you have questions regarding MPI, contact **Kelly Lynch** at 508-935-4416 or **Tom Mathews** at 508-935-4710.

ON LINE

NANCY NEWKIRK

IDG's director of information services is this week's columnist.

Q What exactly does IDG's IS department do?

A We are responsible for the company's financial or accounting systems. This includes General Ledger, Accounts Payable, Accounts Receivable, Fixed Assets and TRS (The Revenue System). We are also responsible for the LAN used by the Corporate Services and Human Resources groups, and the data communications between the business units and 5 Speen Street. Our primary clients are the Corporate Services group (accounting, tax, credit, finance, HR), and the production and business groups at the business units.

IDG IS has two groups. The Applications Support group is responsible for the support, development and implementation of the accounting systems. Each member of the Applications group has two roles. One is as an advocate for a small number of business units, and the other is as an expert in one or two systems. The Operations group, headed by Kevin Burns, is responsible for all data communications, the LAN and keeping the VAX running.

What is your group's role vis-a-vis the IS departments of other IDG business units?

We are responsible for the company-wide accounting systems, and the business unit IS groups are responsible for the individual business support systems. For example, we are responsible for the advertising billing system (TRS) and the business unit IS departments handle the sales and layout systems. We support the E-mail system used at 5 Speen Street, but don't get involved with E-mail systems used at other sites, although we work closely with the other IS departments to make sure our E-mail and other systems work together.

What can you tell us about IDG's new general ledger system?

This year, our major project is implementing a new general ledger (GL) system for IDG. A GL system is used to store all journal entries, either from interfaces from other systems such as accounts payable, or those made directly into the GL system. The GL system generates the monthly Trial Balances, Budget to Actual reports and the Profit and Loss and Balance sheet statements for IDG U.S.

We have gone through an extensive selection process, which lasted about six months and involved over 40 people. The GL system we selected is from a vendor called Computron. It will run on the Oracle relational database.

We will replace the current GL system with the new GL system by Oct. 1, 1995. We will revise the chart of accounts (the categories we use for storing information and reporting from GL). We will take advantage of the online, relational aspect of the system, allowing the business units to take control of much more of the day-to-day processing of entries and reports. We will revise reporting to meet the individual needs of the business units. At some point in the future we hope to expand the use of the GL beyond the U.S. business units and see what we can do for the international community.

What attracted you to this field?

I graduated from college with a BSBA in Accounting and worked for KPMG Peat Marwick in the audit group. After that, I went to work for a (then) small software company called McCormack & Dodge. I became a product manager, responsible for development of the entire product, including software, training, documentation and support. Later, I managed the Financial IS group. When M&D merged with MSA, I left the company and came to IDG in a similar role.

I really like the concept of working with internal customers and the different challenges faced working with "real world" problems. I have found that having an accounting and business background has been a huge benefit in interacting with my customers, dealing with vendors, and developing systems. I also like to learn new technologies, and am challenged by the ever-changing face of software and hardware.

Where are IDG's IS needs headed in the next few years?

There are lots of things on our to-do list. When we are done replacing the GL this year, we will focus on the Accounts Payable system. That is the last financial system that hasn't been updated recently. We are interested in imaging and document management systems (getting rid of paper shuffling), distributed processing (having more computers doing financials than the one VAX in Framingham) and client/server reporting (allowing reporting to be directed by our clients).

To help Corporate Services do its job more efficiently, we are looking at Lotus Notes and mobile technologies. We are always upgrading our data communications, and working with the "voice" folks (that's the phone) for the most effective use of our communication lines. We are working on a WAN for IDG U.S.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

IDG Hungary Launches Two Titles, Boosts Circulation

CD-ROM for business and general users has the press intrigued while games magazine grooms future *PC World* audience

REPRESENTATIVES FROM SEVERAL IDG HUNGARY DEPARTMENTS ASSEMBLE FOR A *group photo. (Front, left)* ***Sándor Mester****, editor-in-chief of Computerworld and PC & Mac World;* ***Lászlo Tihanyi****, CW editor;* ***Krisztina Havadi****, CW language editor;* ***Agnes Csekk****, ABCD CD-ROM;* ***István Bíró****, managing director. (Back, left)* ***Tibor Mészáros****, production;* ***Akos Bognár****, PC-X;* ***Tamás Péter (Shy) Turcsán****, PC-X;* ***István Szakadat****, ABCD Studios;* ***Zsuzsanna Balogh****, distribution and* ***Agnes Héjjas****, office manager.*

The past few months have been an exciting time for the staff of IDG Hungary, with big circulation gains for *PC & Mac World*, the launch of a PC games publication, and the debut of a CD-ROM magazine.

The October issue of *PC & Mac World* reached No. 1 in several categories. With newsstand and subscription sales of 9,860 issues, *PC & Mac World* has attained its highest circulation ever, and it now ranks as the largest IT publication in Hungary. Its closest competitors hover around the 6,000 to 7,000 range.

Even more impressive, said Managing Director **István Bíró**, is that a niche market publication like *PCW* is approaching the size of the country's leading general business magazines and actually has a larger circulation than several others.

PCW has gained circulation steadily since January, when IDG Hungary discontinued another PC-related magazine, kept that mailing list, added about half of the readers to *PCW* and began including a floppy disk in every issue of *PCW*. Bíró said these three factors, along with *PCW*'s quality, contributed to the circulation gains.

Since September, *PCW*'s advertising revenue has also begun to increase steadily.

An eclectic CD-ROM

On Oct. 10, IDG Hungary rolled out a CD-ROM magazine that is the first of its kind in the country and possibly the region. ABCD CD-ROM magazine (the "ABCD" refers to the production company IDG is partnering with) goes beyond computer professionals to include business people and general users interested in multimedia and the arts.

The disc contains the last quarter's editorial content from *Computerworld Szamitastechnika* and *PC & Mac World Hungary*, information about OS/2 and networking, shareware and freeware. However, the bulk of the disc is a potpourri of material: text from a weekly business magazine, movie reviews — with video clips, synthesized music, animation art, digital video, a multimedia guide to Budapest and more. ABCD CD-ROM will appear four times a year.

ABCD CD-ROM "stimulated real waves" when it burst upon the scene this fall, Bíró said. Most of the general press and business press covered the concept in detail, and even IDG's main competitor had a full page article about the CD, generating great publicity.

All 2,000 copies of the inaugural CD sold in a week. IDG Hungary promptly ordered an additional 500 discs, the first time the company has had to reprint any product. ABCD CD-ROM sold on the newsstand for approximately $9, widely viewed as a relatively low price, and the first issue contained a second disc provided at no cost from the multimedia department of a local university.

The disc was packaged in A5 format with four pages of introduction and instructions. According to Bíró, the staff debated how much written material to include, since they wanted to ensure that the disc was viewed as the centerpiece product and not just a supplement

Interactive advertising

Keeping with its multimedia capability, most of the advertising on the disc is interactive. Readers can click on an ad and call up a detailed list of the company's products or request more information directly by fax. Ads also appear as screen savers: after several minutes of inactivity on the desktop, a different ad rotates onto the screen every 20 seconds.

Although Bíró was pleased with the number of advertisers in the first installment, he said the staff will have to continuously educate advertisers about advertising options since the medium is so new.

IDG Hungary will assess sales for the next disc, scheduled for December, before deciding whether or not the concept is a true success. Regardless, the first CD netted a profit, and clients have been impressed with IDG Hungary's creativity and its initiative in delving into the me-

• CONTINUED NEXT PAGE •

Volume 1, Number 1

November 14, 1994

IDG GLOBAL COMMUNICATIONS UPDATE

PUBLISHED OCCASIONALLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Launches Next-Generation Worldwide Communications System

After eight months of experimentation and testing, the next generation of IDG electronic communications systems is now in place and available for use. The system uses Lotus Notes to make electronic mail and databases available worldwide. The Global Communications Project is being managed by International Publishing Services in Boston, with Eirik Gulbrandsen as Manager of Global Communciations Services. Eirik and the staff at IPS are available to assist all business units in installing Notes, connecting to the network and in taking best advantage of the new systems.

AVAILABLE NOW

Currently available on the new Notes system:

- **Electronic mail** — Standard electronc mail communication among all users of Notes and also with any of the IDG community still using GE Business Talk.

- **IDG News Service** — A much more powerful database of IDG News Service material going back two and a half years. News stories can be viewed in a variety of ways, including by date, company name, author, region of the world, source publication, etc. The database has full-text search capability.

- **BusinessWire** — The largest electronic press release wire in the U.S. is now available to all IDG offices worldwide at no additional charge. This database can be viewed by date or by company. The database has full-text search capability.

To see IDG's new WWW home page, point your browser to HTTP://www.idg.com/

COMING SOON

Additional databases that will be available in the coming weeks include:

- **Calendar** — A worldwide calendar of events.

- **Commentary** — IDG business unit heads worldwide will be able to file their monthly commentaries and receive comments back from the Executive Committee through Notes.

- **Press Releases** — A database of press releases issued by IDG business units.

CYBERSPACE PRESENCE

IDG now has a presence on the Internet. IDG's World Wide Web server is now available for browsing at HTTP://www.idg.com/. Look for continuing announcements about developments on this project.

GETTING CONNECTED

IDG has negotiated volume discount pricing on Notes products for all IDG business units through the Lotus Passport program. IDG is also negotiating with training providers for Notes training. If you are interested in training for your business unit, please contact International Publishing Services.

These new systems represent powerful tools that will allow IDG business units worldwide to share a higher level of resources while maintaining local control of communications costs. We have developed a variety of ways that business units can connect to the IDG network, including leased lines, dial-up lines, GE's worldwide X.25 network and the Internet. We will continue to add other options.

Eirik and the IPS staff look forward to working with business units to identify the most cost-effective solutions for all locations. Please call them for more information about getting your site up and running on Notes.

See other side for important contact information

CONTACT INFORMATION

For technical information about Notes, connecting to the IDG network, or connecting to the Internet:

Eirik Gulbrandsen - Global Communications Mgr.
IDG International Publishing Services
41 West Street, 7th Floor
Boston, MA 02111
Tel: 617-423-1306
Fax: 617-423-0712
Email: Notes Eirik Gulbrandsen @ IDG Net
Internet eirik_gulbrandsen@idg.com
BusinessTalk e.gulbrandse (without the last "n")

For information about the Lotus Passport program or Notes training:

Lisa Ryan - Business Manager
IDG International Publishing Services
41 West Street, 7th Floor
Boston, MA 02111
Tel: 617-423-1366
Fax: 617-423-0712
Email: Notes Lisa Ryan @ IDG Net
Internet lisa_ryan@idg.com
BusinessTalk l.ryan

For information about the IDG News Service database:

Rob Garretson - Editorial Director
IDG News Service
41 West Street, 7th Floor
Boston, MA 02111
Tel: 617-423-1052
Fax: 617-423-0712
Email: Notes Rob Garretson @ IDG Net
Internet rob_garretson@idg.com
BusinessTalk r.garretson

For general information about IDG Global communications initiatives:

David Hill - President
IDG International Publishing Services
41 West Street, 7th Floor
Boston, MA 02111
Tel: 617-423-0534
Fax: 617-423-0712
Email: Notes David Hill @ IDG Net
Internet david_hill@idg.com
BusinessTalk d.hill

Please keep this sheet for future reference!

IDG CORPORATE
BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate "Boviard" Star Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

The Awards are granted twice a year at the IDG Holiday Luncheon and at the Corporate Picnic. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection Committee.

Accounting
Chairman's Office
President's Office
Credit
Finance
Tax & Legal
Human Resources
Information Services

International Marketing Services
List Services
Marketing Services Division
IDG Research Services
IDG International Publishing Services (G&A, & Licensing Staff)
IDG News Service
IDG World Update

Please use the nomination form on the reverse side to nominate an IDG Corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees can nominate other corporate IDG employees for this award Please take a few minutes to nominate someone who is deserving of this special award!

Each **Star** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **Stars** will be displayed in the IDG lobby at 5 Speen Street in Framingham.

Nominations must be submitted by **December 5, 1994.**
Please use the form on the reverse side.

BOVIARD STAR AWARD PROGRAM

The recipient of the Corporate Boviard Star Award will be selected from nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Holiday Luncheon on December 21, 1994.

EMPLOYEE NAME ____________________

POSITION or TITLE ____________________

DEPARTMENT ____________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY:____________________DATE:__________

All nominations must be submitted to Piper Fowler, IDG Human Resources Department, 5 Speen Street, Framingham, MA by **December 5 , 1994.**

IDG Job Opportunities Update
Monday November 14, 1994

PART-TIME RECEPTIONIST (IDG)
The individual in this position will be responsible for the reception desk and general office support. Excellent interpersonal and organizational skills are necessary. Computer literacy and word processing skills required. Position is located in Atlanta, GA.

EDITORS (2) (IDG NEWSLETTERS)
IDG Newsletter Corporation is looking for an editor to help copy edit and tech edit the growing line of software-specific newsletters. The editor will work with on-staff writers and production artists to produce newsletters of exceptional quality and technical accuracy. Ideal candidate should have excellent PC experience with a variety of software applications. Strong English language and communications skills essential.

COMPUTER TECHNICIAN (IDG CENTRAL SERVICES)
Ideal candidate will work in Information Systems installing and maintaining IBM, Macintosh, and compatible computers for PC World, Macworld, Advanced Systems, Multimedia World and Publish magazines. Networking and PC experience required. Excellent communication skills are necessary.

MANAGING EDITOR (COMPUTER CURRENTS)
The ideal candidate will be responsible for tracking production of regional editions, maintaining all deadlines and interfacing with the production and art departments. Duties will also include managing copy flow and handling the department budget. Individual will work with the Editor-in-Chief to maintain editorial and art quality. Experience with Mac Word and Quark required. Knowledge of Photoshop and Excel preferred. Supervisory skills a plus.

CONTROLLER (IDC)
The individual in this position will manage all U.S.-based IDC and Link accounting activity including general ledger, customer invoicing, receivable collection and accounts payable. All of the above must meet IDG and General Accepted Accounting Principle requirements.

SENIOR ANALYST, LATIN AMERICA (IDC)
The successful candidate will be responsible for the development, execution, marketing and production of Latin American market research and consulting projects. Individual will also participate in client presentations and other public speaking engagements. Responsibilities include market forecasting and analysis, developing an extensive network and database of industry contacts, and working closely with other IDC researchers and experts from IDC headquarters and in the Latin American region. 2 years experience in the computer industry required. Strong proficiency in Spanish and/or Portuguese necessary. Travel required.

PART-TIME DEPARTMENT ASSISTANT (IW)
This position will provide support to the Circulation Department. Responsibilities will include filing, faxing, photocopying and data entry. PC skills preferred. (Monday - Friday 9 AM to 2PM)

MANAGER, CUSTOMER SERVICES & DISTRIBUTION CENTERS LIAISON (IDG/B)
Individual will direct receipt/processing of all sales force and direct mail/educational generated orders. Candidate will monitor the customer service area, review and control review authorization procedures and provide support to sales/marketing programs. Duties will also include inventory management, warehousing, traffic management, distribution centers and sales and marketing activities. A minimum of 3 years experience in customer service in a high volume distribution center required.

PART-TIME MERCHANDISERS (5) (IDG/B)
The individual in this position will assist account managers with account calls, customer service, stocking store displays, and special promotions as needed. A strong computer background with emphasis on the Macintosh required. Excellent communication skills necessary. Reliable transportation needed for local travel. (15-20 hours per week)

ACQUISITIONS MANAGER (IDG/B)
Candidate will be responsible for managing all aspects of sourcing and signing new titles, authors, and managing relationships with major computer SW/HW manufacturers and other IDG publications. A minimum of 3 years acquisitions management experience required. Excellent communication and project management skills essential. Individual should be well organized and able to work in a fast-paced environment.

CIRCULATION MANAGER (PCW)
Ideal candidate will be responsible for the execution of new business promotions such as monthly insert cards, card decks, and on-line services. Duties will include handling print on card-in-the-box promotions, fulfillment, budgeting, and analysis of specific promotional campaigns. Individual will prepare various monthly financial reports and reforecasts. A minimum of 2 years magazine circulation experience essential. Strong analytical and computer skills on the PC necessary. Knowledge of Word and Excel for Windows preferred.

CIRCULATION ASSISTANT (MAC)
The individual in this position will assist in all aspects of magazine circulation. Responsibilities will include managing customer service, postage, shipping, filing circulation reports and providing overall administrative support. Ideal candidate should be detail-oriented, able to meet deadlines and have the desire to learn about circulation. Excellent communication and organization skills are required. Mac skills a plus. BA or BS in business or marketing is necessary.

ASSOCIATE / SENIOR ASSOCIATE EDITOR (MAC)
The ideal candidate will possess a basic familiarity of personal computer technology, good analytical and journalist skills, excellent editing and writing capabilities as well as project management skills. Must be able to work well with others and represent the magazine effectively. 4-6 years on the job experience in computer journalism required. BS in Journalism or equivalent business computing experience necessary.

NEWSSTAND SALES MANAGER (IFTW)
The individual in this position will be responsible for detailed analyses of newsstand draw, sales and profitability. Duties will include developing and executing sales presentations. Candidate will be responsible for house accounts and special marketing promotions developed to increase sales and store traffic. Excellent analytical, organizational and communication skills are necessary. A minimum of 3 years experience with magazine newsstand sales, distribution and promotions required. Strong Macintosh skills are essential.

IDG Job Opportunities Update

November 14, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Receptionist	Atlanta, GA	P. Fowler	(508)935-4796
IDG	Associate / Human Resources Analyst	Framingham, MA	T. Mathews	(508)935-4710
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Payroll / Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Executive Assistant	MSD, San Francisco, CA	S. Perry	(508)820-8160
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Associate Research Analyst	IDG Research., San Francisco, CA	G. Rocchio	(415)861-6029
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	P/T Clerical Assistant	Framingham, MA	S. Merchant	(508)820-8203
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
IDG/IPS	Editorial Assistant	Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editor (2)	Boston, MA	J. Welp	(617)422-8038
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program Planning	Framingham, MA	S. Brown	(508)935-4099
CIO	Manager, Program Operations	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Program, Comm. Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Coordinator	Framingham, MA	S. Brown	(508)935-4099
CIO	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Copy Editor, Level I	Framingham, MA	M. Cornetta	(508)935-4734
NW	Art Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	Special Projects Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Controller	Framingham, MA	D. Bernardi	(5080935-4361
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	P/T East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Per. Syst. & International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Associate Research Analyst, P-3	New York	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Tech.	New York	D. Bernardi	(508)935-4361
IDC/G	Desktop Publishing Specialist	Falls Church, VA	K. Fantoni	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Assoc. Publisher / Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Sales Representative	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566

IDG Job Opportunities Update

November 14, 1994

Division	Title	Location	Contact Mgr.	Phone
IW	P/T Department Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Editor , Enterprise	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers (5)	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Acquisitions Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	EVP Sales & Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Director	Braintree, MA & San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Admin. Asst. to VP, Business Dev.	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Acquisitionsd Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Senior Financial Analyst	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Brand Manager, Business Press	Chicago, IL	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/Edit.	Senior Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Circulation Business Manager	San Francisco, CA	S. Burke Pecar	(415)978-3305
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW/News	PC Experts/Technical Writers (2)	IDG Newsletters Corp., Boston, MA	K. Fantoni	(508)935-4531
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Test Center Director	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Circulation Assistant	San Francisco, CA	K. Gee	(415)978-3146
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Art Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Book Editor / Book Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Executive Assistant to the President	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Advertising Services Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager / E2	San Mateo, CA	H. Klingel	(415)285-2506
IFTW	A / R Clerk	San Mateo, CA	C. Mangion	(415)286-2545
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline (415)978-3100
MA Job Hotline (508)935-4406

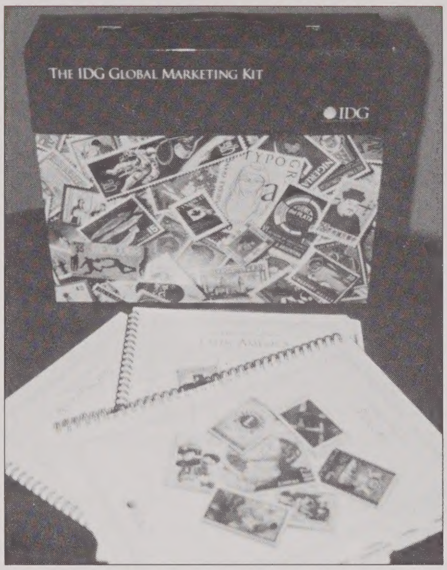
MARKETING KIT

from page 1

ence and knowledge of conditions in the countries in which we're working," said IDC Director of Worldwide Market Studies **Don Bellomy**, who managed the data collection for the profiles.

The fact sheets are two to four pages long and contain an objective analysis of the current IT situation and future prospects for that country. The core information includes:

- Size of IT market and projected growth
- General economic and political context of the country
- Competitive environment
- Market share of country's IT industry within its region
- Proportion of IT in the country's gross domestic product
- Statistics on the top vendors within the country
- Product category breakdowns
- Current political and economic environment



THE IDG GLOBAL MARKETING KIT, WHICH *contains information on the global IT markets as well as IDG activities in 54 countries, represents the collective efforts of IDG staff in more than 40 countries. The kit contains information in both print and CD-ROM formats as well as an IDG video.*

Each profile is bound into one of four collections (Europe, Asia, Latin America and North America)

A small army of IDC employees contributed to the profiles project. **Luisa Bordoni**, manager of the European IT Market Center in the U.K., and Research Analyst **Ronnie McBryde** were the primary coordinators for Western European data, while Eastern European Expertise Center Director **Steve Franzen** assembled information from his region. Other key people in the project included Vice President/IDC Asia **Davis Blair** and Director of Asia Pacific Research **Bruce Witney**; and **Paul Pastrone**, director, and **Eric Prothero**, manager, of IDC's Latin America research group in Mountain View, Calif. Back in Framingham, Research Analyst **John Farrell** of the International Group edited the material to ensure consistency of tone, data and format.

On the CD side, the Global Navigator CD-ROM is organized by geography for easy access to any country or region profile. It includes tables that provide region-by-region and country-by-country comparisons along leading IT market indicators. The CD-ROM also contains additional material including:

- Abstracts of IDC research
- Contact names and numbers for selected IDG personnel worldwide at publications, research centers and exposition companies
- Advertising rates, circulation and editorial profiles for more than 215 IDG publications

The IDG Global Marketing Kit is available for $495. Clients interested in ordering the marketing kit may call 1-800-IDG-IS IT (1-800-434-4748) in the U.S. or 415-676-3000 from overseas; Visa and Master-Card are accepted.

HUNGARY

continued from previous page

dium. The staff believes the CD's launch contributed to recent advertising and circulation gains for both *PCW* and *CW*.

PC games niche

PC-X, a monthly launched in September for young people, has found a niche that distinguishes it from two competitors. It does not contain any content related to Nintendo or Sega — the video game cartridge market — and instead focuses on games that can be played on PCs. One other competitor, *PC Guru*, has similar content but IDG Hungary expects its professionalism will outshine *PC Guru* and its conceptual and editing mistakes.

IDG Hungary staff was pleased that out of a print run of 10,000, with 1,000 as giveaways, the first issue of *PC-X* sold an impressive 7,000 copies. Expectations are that the publication will be profitable soon.

PC-X isn't all games, however. One section called "Deep Water" — an allusion to its more substantive content — looks at various applications younger users might encounter, such as Corel Draw, and explains how they work. While the *PC-X* style appeals to the youth market, the intent is to groom this audience to be future *PC World* readers.

TTBS VIDEOS AVAILABLE

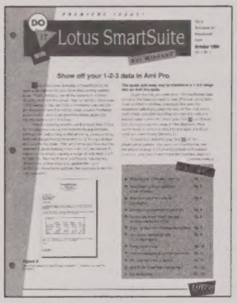
Videotapes of the recent IDG Technology Trends Briefing Session, a one-day program in which IDC analysts shared their latest information on the IT market with IDG employees, are available from the IDG Corporate Human Resources department. The following sessions were taped:

- **Peter Burris**
  Systems & Servers
  Technology Trends
- **Anthony Picardi**
  Enterprise Software
- **Nicole Roth**
  PC Software
- **Richard Zwetchkenbaum**
  Dynamics & Opportunities
  in PC Systems Marketplace
- **Gigi Wang**
  Building the Information
  Superhighway-Network Session

If you are interested in borrowing a tape, please contact Matt Somers at tel: 508-935-4514 or BusinessTalk address: m.somers.

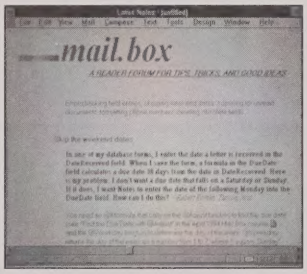
PCW NEWSLETTERS

continued from page 1



In contrast *The...Developers' Exchange* is a series of technical publications for applications developers and programmers. The unique Q&A format provides a vehicle to exchange advice, tips, techniques and code with readers. *The dBASE for Windows Developers' Exchange*, the first in the series, is slated for release later this month.

Last week, PC World Newsletters launched *The Notes Report OnLine*, an online version of *The Notes Report* newsletter, published by the division since 1993. Delivered as a Notes database, the newsletter provides an interactive forum for system administrators, developers and corporate support professionals to share questions, tips and experiences with one another and with the editors. Readers can also locate articles in past issues through Notes document links.


File Edit View Mail Compose Text Tools Design Window Help
mail.box
A READER FORUM FOR TIPS, TRICKS, AND GOOD IDEAS

MAIL.BOX, *an interactive reader forum, is one of the features that can be accessed on The Notes Report OnLine.*

The electronic newsletter is currently available on WorldCom and can be accessed from the Notes workspace. Subscribers search the report's features — which include News & Events, Market Watch and Mailbox Forum, by product name, article title and topic — among others. Director/Sales and Marketing **Carolyn Copp** described this foray into online delivery as a testing ground for the division, which plans to work closely with PC World Online and may launch online versions of other newsletters.

"PCW Newsletters is going to reinvent and dominate the newsletter business," Pierce said. With the release of its new titles, the division may well be on its way to doing just that.

PC WORLD NEWSLETTERS AT A GLANCE

BACKGROUND: PC World Newsletters, headquartered at 77 Franklin St. in Boston, is a subsidiary of PC World Communications, Inc. PCW Newsletters develops and markets products to help end users, developers, administrators and managers work more productively and effectively with their software. Under the umbrella of this division, led by President and Publisher Craig Pierce, are the IDG Newsletter Corp. and Lotus Publishing Corp.

The group was originally founded in 1991 when IDG acquired the Lotus Publishing product line from Lotus Development Corp. Lotus Publishing is the official source for teaching users how to get the most out of Lotus products. In June 1994, Lotus Publishing merged with the newly formed IDG Newsletter Corp. IDG Newsletter's charter is to publish newsletters for users of software other than Lotus products. Over the course of the next few months, a number of newsletters will be launched about software products from the major developers.

EMPLOYEES: 14

PRODUCT LINES:
Newsletters
- **The *Do It with...*brand**
- ***The...Developers' Exchange* brand**
- ***The Notes Report OnLine***
- ***The Notes Report***
- ***The Ami-Pro Report***
- ***The 1-2-3 for Windows Report***

Partnerships
- **PCW Newsletters works with third-party partners Sybex, Learn PC and ATI to produce computer books (including *The Compact Guide to SmartSuite* and *cc: Mail Plain & Simple*), videos and computer-based training materials, under the Lotus Publishing name.**

FOR MORE INFORMATION:
Contact Carolyn_Copp @ pcworld.com or Craig_Pierce @ pcworld.com

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Bill Laberis - Computerworld

TWELVE YEARS
Craig Pierce - PCW Newsletters

EIGHT YEARS
Jake Widman - Publish

SEVEN YEARS
Karin Lorenz - Computerworld

SIX YEARS
John Grogan - PC World
Lee Levitt - IDC
John Rousseau - Infotainment World

FIVE YEARS
Paul Worthington - Multimedia World
Randee Rubin - Federal Computer Week

FOUR YEARS
Susan Woodworth - CIO
Don Seay - Network World
Constance Brown - Computerworld
Paul Smith - InfoWorld
Henry Trull - IDC U.K.

THREE YEARS
Nancy Jonathans - PC World
Patrick Gorman - IDC
Irene Ford - IDC U.K.

TWO YEARS
Mary Leiphart - Federal Computer Week
Kathy Skaggs - Infotainment World
Elizabeth Dougherty - Macworld

ONE YEAR
Priscilla Drummey - IDC
Kristen Green - IDC
Louise Biggs - IDC
Marc Ferranti - Int'l Publishing Services
Adam Gaffin - Network World
David Brandin - IDG World Expo
Robert Francis - InfoWorld
Jeff Sacilotto - Macworld

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

VALENTINAS

Network World's **Pam Valentinas** has been named director/Networking Careers. Originally hired in 1982 as an account coordinator in ROP sales, Pam was most recently senior account manager/Networking Careers. In her new role, Pam will be responsible for all sales, marketing and sales promotion for the Networking Careers section as well as oversight of the budget and department administration. "Pam's diligence and effectiveness have built Recruitment Advertising into a successful advertising section in *NW*," said Vice President/Advertising Director **Tom Wilson.** "This promotion reflects Pam's continuing and significant contribution to the publication."

TRANSFERS

Multimedia World welcomes **Vin Bonney** as its new Midwest advertising manager. Vin originally joined IDG last year as western account manager for *Electronic Entertainment*.

RACHEL WINETT

KUPERMAN

Natalie Kuperman, who signed on as a human resources intern at IDC in March, has joined IDG World Expo as an administrative assistant in the Communications Group. She earned a BS in management from Bentley College. A self-described "huge hockey fan," the current strike has left her with more time for her other outside pursuits which include spending time with family and friends and reading.

NEW EMPLOYEES

PC World Newsletters welcomes Circulation Manager **Meredith Seller Doesschate** to its Boston office where she will handle fulfillment and provide analysis of new and renewal business for the group's various newsletters. Previously circulation director at a legal publishing firm in Philadelphia, Meredith holds a BS in communications from Boston University. She has a 2 1/2-year-old daughter and enjoys sports and music.

IDG WORLD UPDATE

CHIN

Sharon Chin has signed on as a sales assistant at *Network World* where she will support the Direct Response Advertising Group. Prior to joining IDG, Sharon was a promotion specialist at *Laser Focus World* magazine. She holds a BS in marketing from Merrimack College and enjoys hiking.

Also at *Network World*, **Denise Baer** is a new sales assistant working in the Recruitment Advertising department. Previously, Denise was a contract employee working in *NW*'s Special Products group. Prior to joining IDG, she was a property administrator for Residential Property Co. She holds a BA in communication and psychology from Stonehill College and is currently pursuing a masters in speech pathology at Worcester State College. In her free time, Denise enjoys hiking, mountain biking and skiing.

Callers to the Marketing Services Division's new San Francisco office will be greeted by Receptionist **Kristina Williams**, who will also provide general office support. Kristina is a recent graduate of the University of California/Irvine where she earned a BA in English.

Carla Lieberman is the new office manager for *PC World*'s Online Services group where she will provide administrative and project management support. Previously an office manager for the Tech & Media Group, which published an industry newsletter, Carla holds a BA in fine art from the University of California/Santa Cruz. A California native, Carla is an outdoor enthusiast and a painter specializing in watercolor landscapes.

IDC welcomes **Joanne Johnson** to its busy three-person mailroom as mail clerk. Prior to joining IDC, Joanne ran a family day care business in her home. Outside the office, she enjoys spending time with her family.

Sharon Sanderson joins *Macworld* as executive assistant to COO **Colin Crawford**. Previously senior executive secretary at GE Capital Aviation Services, Sharon holds a BS in management from San Diego State University and likes to spend her free time reading, hiking, camping and watching old movies.

AGUIRRE

Infotainment World welcomes **Betty Aguirre** to its San Mateo office. In her role as operations assistant, Betty will be responsible for processing orders for IFTW books. Prior to joining IDG, Betty was a customer service rep at a semiconductor manufacturer in San Jose, Calif. Outside the office, she manages her own jewelry business.

RACHEL WINETT

HOYT

Marli Hoyt is a familiar face around the IDG World Expo office where she has been a contract employee for two years. Recently, she joined the company as a full-time customer service representative. In this capacity, Marli will be responsible for providing in-bound telephone customer service for all IDG World Expo events. Outside the office, Marli enjoys spending time with her two children.

ADDRESS BOOK CHANGE

IDG Macedonian licensee, Astor d.o.o., has new fax and phone numbers:
Tel: 389-91-163-114
Fax: 389-91-164-282

CELEBRATING 10

Michael "Mac" McCarthy

HOME: Castro Valley, Calif.

JOINED IDG: September 1984, as news editor for *InfoWorld*

CURRENT TITLE: Editor-in-chief, *Advanced Systems*

MOST CHALLENGING PART OF YOUR JOB: Convincing PC bigots that there is a Unix market.

BEST PART OF YOUR JOB: I have the best staff in all of IDG, and they produce the best magazine in all of IDG.

LATEST ACCOMPLISHMENTS: Creating a Reader Advisory Board. Publishing the first review of a Cray. Surviving my 10th anniversary dinner with Pat.

CAREER HIGHLIGHTS: At *InfoWorld* as reviews editor, I helped create the best reviews operation in the business. As IDG Books' first editor-in-chief, I signed *Windows 3 Secrets* and helped create *DOS for Dummies*. At *Advanced Systems*, I helped create the best magazine in this market. And, I made it to 10 years.

MOST MEMORABLE THING THAT'S HAPPENED AT WORK: The Loma Prieta Earthquake, which caught me at my desk — make that *under* my desk — at *InfoWorld*. Co-hosting with Michael Miller a three-day critic's corner at Demo '90 — and purporting to have valuable opinions in front of the industry's leading lights — was also memorable, especially since they didn't lynch me. Watching *DOS For Dummies* remake the computer book business has certainly been a thrill, too.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Are you kidding?

MICHAEL McCARTHY (R) RECENTLY CELEBRATED HIS TENTH *anniversary at IDG with Chairman* ***Pat McGovern.***

WHY DID YOU JOIN IDG? *InfoWorld* offered me a dream job — writing about technology.

INTERESTS OUTSIDE THE OFFICE: I'm a Libertarian. Not to forget my beautiful twin daughters, Katie and Molly, and my beautiful wife, Bernice.

FANTASY JOB: Each in turn: reviews editor, *InfoWorld*, editor-in-chief, IDG Books, editor-in-chief, *Advanced Systems*. "Start-ups and Turnarounds R Us."

MANAGER'S PROFILE: "Mike is a superb craftsman. He truly understands his readers, the editorial process, the true meaning of the word 'integrity' and what it takes to get the right news at the right time into the hands of the right people. Mike is also an all-around good guy."

— ***Gordon Haight****, president, Integrated Media, Inc.*

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS MANAGER
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan-Bonfantino
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 24, Number 47

November 21, 1994

IDG PUBLISHING STARS RECOGNIZED AT 1994 CHAIRMAN'S DINNER
PAGE 2

ON LINE: BOB METCALFE CHECKS IN FROM CYBERSPACE
PAGE 3

EXCITING IT PUBLISHING OPPORTUNITY OPEN TO IDG EMPLOYEES
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Research Services Branches Out

Growing to meet the demands of its customers, IDG Research Services has become bi-coastal, international and well-positioned to roll out an array of increasingly sophisticated studies.

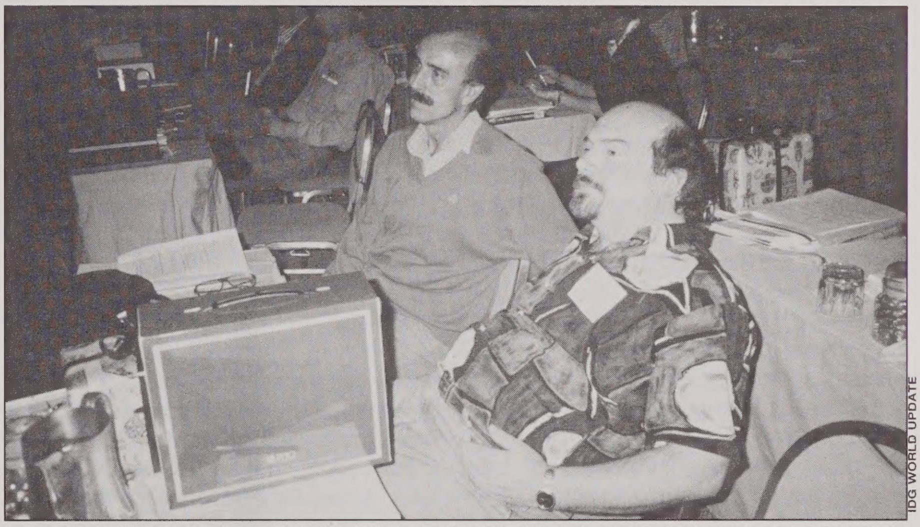
IDG Research Services provides a variety of primary and secondary research services to IDG business units and selected outside clients. While IDG publishing offices bring in the most business, Research Services has also worked for IDG World Expo and Electronic Marketplace Systems as well as IT vendors, ad agencies and non-competing publications.

Primary research — essentially on-demand original research — constitutes the bulk of the group's output. This includes editorial tracking and product comparison studies (frequency of readership, usability of the publication, how it shapes up against competitors), brand preference and buying intention studies, corporate image and customer satisfaction studies. Research Services handles everything from survey design and questionnaire development through presentation of the results.

Secondary research — information pulled together from other sources — includes analyzing industry trends, gathering advertising and competitive

•CONTINUED PAGE 4•

IDG's Worldwide Managers Review Past, Plan Future at Annual Summit



IDG WORLD UPDATE

IDG ITALY MANAGING DIRECTOR BRUNELLO BOSSI (L) AND MARTIN TAYLOR, GENERAL *manager at IDG New Zealand, listen as IDG President* ***Kelly Conlin*** *describes IDG's new global marketing kit, which sits on the table in front of them.*

IDG business unit managers from around the world gathered in Arizona at the recent IDG Worldwide Managers Meeting to review the results of the last year and plan for the future of IDG.

The managers heard IDG President **Kelly Conlin** review the financial results of the best year in the company's history. "Improving results from virtually every part of the world contributed to the successful year," Conlin told the group.

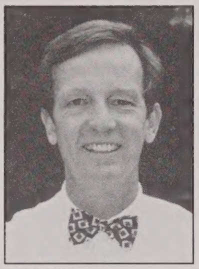
Managers spent little time dwelling on the successful year just ended and focused most attention on continuing to grow IDG. Group sessions and small study panels looked at future challenges facing IDG, online activities, company communication strategies, the future of the consumer market and IDG success stories from the last year.

Marketing was a particular theme of the meeting, and a variety of new marketing materials and programs were presented. Conlin showed off the new IDG global marketing kit, which, in addition to printed information on all publications worldwide, includes a video and a CD-ROM containing comprehensive information on IDG markets in 54 countries.

The top-performing business units were honored at the annual Chairman's Dinner (see story page 2).

Chairman's Awards Honor Top Publishing Performers

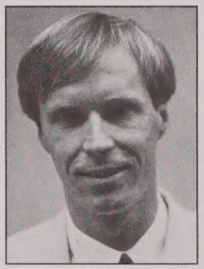
Computerworld's Gary Beach wins Chairman's Cup; Germany's York von Heimburg is Entrepreneur of the Year


BEACH

The recent Worldwide Managers Meeting served as the backdrop for the presentation of the 1994 Chairman's Awards. This year's top honors went to Computerworld President and CEO **Gary J. Beach**, who accepted the Chairman's Cup from **Pat McGovern** at the Chairman's Dinner on the final night of the meeting.

Among Computerworld Inc.'s many notable accomplishments during fiscal '94:

- Revenues were 17% over budget.
- Profits were 24% over budget.
- Total revenues climbed to a record high.
- The company was totally restructured into five divisions, encompassing print media, electronic media and events, to better serve the expanding information needs of its customers.
- Display advertising revenues at the 27-year-old flagship publication exceeded budget by 14% and display ad pages finished the year ahead of plan by 11% or 326 pages. *CW* increased its market share with ad page growth of 9% over the prior year, outpacing the IS/PC weekly market growth of 6%.


VON HEIMBURG

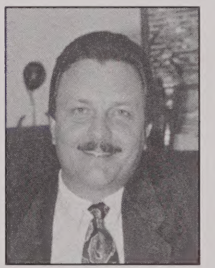
Entrepreneur of the Year honors went to **York von Heimburg**, publisher of *MacWelt* and *PC Welt*. Under his leadership, these two publications made impressive gains during fiscal '94. *MacWelt*, which had been budgeted to post a loss, actually delivered a full-year net profit for the first time. Full-year revenues were up 17% over plan and 41% over the prior year. Display ad yields were up 15% over plan, and full-year average paid circulation was up 26% over plan. *MacWelt* is Germany's ad page market share leader.

Meanwhile, *PC Welt*'s display ad revenues were up 42% over plan, and display ad yields were up 28%. The publication increased its ad pages significantly despite a decreasing ad page market. Full-year average paid circulation was up 38% over plan, and the newsstand sell-through rate was up more than 5% from plan and prior-year levels.

HANSEN

Awards were also bestowed on several other publications that turned in stellar performances during 1994. IDG Norway General Manager **Morten Hansen** was on hand to accept the award for Most Successful Publication Launch in the Past Two Years for his company's *Macworld Norge*. Launched in early 1993, *Macworld Norge* has consistently been profitable and exceeded its budgeted financial goals.

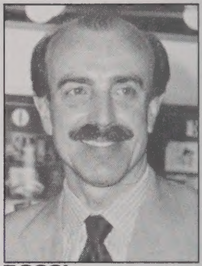
York von Heimburg returned to the podium to accept the award for Largest Percent Gain in Advertising Revenues for a Publication (must be published for at least two years) for his company's *PC Welt*. Advertising revenues at the magazine were up 72% during FY94.

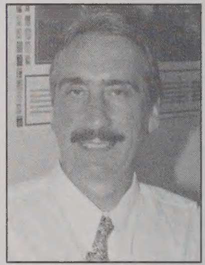

FERRELL

Infotainment World President **Pat Ferrell** accepted an award on behalf of *GamePro*, which logged the Largest Percent Gain in Subscription Revenues (for a publication which has been published for at least two years). *GamePro*'s subscriptions were up 118%.

Sharing the podium for Largest Percent Gain in Market Share were IDG Australia General Manager **Don Kennedy** and IDG Italy Managing Director **Brunello Bossi** who accepted on behalf of their respective publications, *PC World Australia* and *Computerworld Italia*, each of which posted a 10% gain.

KENNEDY

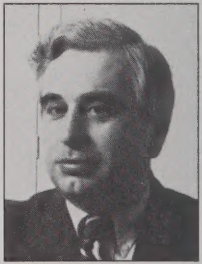

BOSSI


OSTERWALDER

Greatest Improvement in Profit Margin for a Publishing Co. (must have been profitable in FY94) went to IDG Switzerland, led by General Manager **Gebhard Osterwalder**. The business unit's profit margin was up 16%.

SHEN

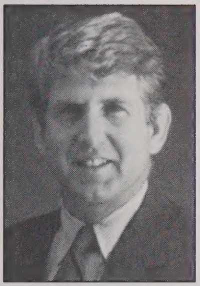
Honored for Highest Profit Margin in 1994 was *Computerworld China* with 59%. China Computerworld Publishing and Service Corp. General Manager **Shen Yao** accepted on behalf of his team.


CHAUSSONNIERE

IDG France Managing Director **François Chaussonniere** accepted the award for the Publication with the Highest Improvement in Display Ad CPM (cost per thousand) on behalf of *Distributique*, which recorded a 37% gain in average display yield.

Brunello Bossi picked up a second award for Publication with the Highest Subscriber Revenue Renewal Rate on behalf of *PC World Italia*, which boasted a rate of 113.57%.

ON LINE



BOB METCALFE

IDG's vice president of technology is this week's guest columnist.

Q Could you explain your charter as IDG 's vice president of technology?

A Sorry to have a title which is so consistently misunderstood, and I'm open for suggestions. No, I'm not IDG's information systems manager, nor am I qualified for the job. I am an engineer-entrepreneur turned journalist-pundit. My charter is to understand what is going on in information technology and to explain it. My principal affiliation is with *InfoWorld* where **Stewart Alsop** has dubbed me Executive Correspondent. My beat is the Iway. I am also serving on the boards of *InfoWorld*, *Electronic Marketplace Systems*, *Network World* and IDC.

Where's your desk these days?

Today I am stranded in Death Valley, writing this in a hotel room, waiting for my room at Comdex in Las Vegas to open up. After that I'm returning home to our farm in Maine. If I had an official desk, it would be the one I'm now perching atop our townhouse at 410 Beacon St. in Boston, on the Charles River, six blocks from One Exeter Plaza, overlooking the Massachusetts Institute of Technology, where incidently, I just began a two-year term on the executive committee.

What have you been up to since leaving *IW* as publisher and CEO?

It's only been a month since my stint as publisher/CEO of the InfoWorld Publishing Company — and what a great two and a half years it was. No longer on the business masthead of *InfoWorld*, I am now picking up the pace of my Iway coverage. For example, I recently gave a luncheon speech in San Jose, Calif., at World Expo's Information Superhighway Summit and a keynote speech on the Iway in Oslo for *PC World Norge*. I have been actively promoting the results of "The 1994 InfoWorld Iway Poll" and planning its successor. I am growing my readership at *InfoWorld* and have just added to my column a series on Cyberstyles of the Rich and Famous (;->).

What did you think of IDG's recent online meeting in Boston, and what are your thoughts on IDG's efforts in the online arena to date?

I attended every minute of IDG's online functional meeting in Silverado, Calif., and six months later in Boston. These meetings are working very well in IDG's decentralized way to improve our understanding of the opportunities in cyberspace and to accelerate our various efforts. I urge that we have another meeting in six months and that if your business unit is interested in online — which it better be — that it be represented.

In short, the time is ripe for IDG business units, alone or in cooperation, to be doing deals that get IDG's content online. Such deals should be non-exclusive, renegotiable soon, mindful of our brand identity, looking for advertising revenues, and increasingly more favorable to IDG. Online should not be viewed as an alternative form of publishing but part of an integrated media mix which leverages print, online and CD-ROM.

Have you adjusted to life on the "right" coast yet? And is it true you share your farm in Maine with a flock of sheep?

After 22 years in Silicon Valley, we've moved to a farm in Maine that my wife Robyn is rapidly populating with animals, including especially a for-profit flock of sheep — organic pedigree Cotswolds. People say the winters in Maine are somewhat more severe than those near San Francisco, but except for a strange chill in the air, we've not noticed much difference yet.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

____

____

____

____

RESEARCH

continued from page 1

information and interpreting the results of syndicated studies. Manager of Industry Analysis **Paul Fitzpatrick** and Senior PC Analyst **Terry Scuzzarella** provide computer industry information to the publications' staffs in addition to writing market reports and assisting IDG's Marketing Services Division (MSD) in writing and producing IDG Marketing and Advertising Reports.

IDG's full-service research company has close to 20 staff members, more than double the number when it was established in 1987 as part of the IDG Marcom Group.

IDG Research Services President **Kathy Dinneen** estimates that her group annually produces more than 150 studies, down from nearly 200 a few years ago. "We may not conduct as many studies as we used to, but the studies are more sophisticated and in-depth, and the demand for analysis is greater," she said. Dinneen also noted that in recent years advertisers and ad agencies have become smarter about what constitutes a good research study, prompting the group to work even harder to conduct the most accurate and reliable research possible.

THE PRIMARY RESEARCH TEAM HANDLES *everything from questionnaire design to presenting survey results. (Back, from left): Mary Ann McAuley, Claudette Sears, Fran Whalen, Jan Cameron, Shirley Huffman, Judd Aschenbrand (front, from left): Kathy Dinneen, Priscilla McWalter, Janet King. Not pictured: Michele Silverio, Holly Cande.*

PHOTOS BY IDG WORLD UPDATE

GATHERING ADVERTISING INFORMATION *is just one of the secondary research team's responsibilities. (Back, from left): Allison Stamm, Barbara Sullivan, Kristin McAuley. (Front): Terry Scuzzarella, Paul Fitzpatrick.*

WHAT KINDS OF QUESTIONS DOES RESEARCH SERVICES ANSWER?

PRIMARY RESEARCH

- **How often do people read our publication?**
- **Which survey method is best for the information we want to collect: mail, telephone or focus groups?**
- **How big does the survey sample need to be to be projectable?**

SECONDARY RESEARCH

- **How many CD-ROM drives will be shipped in 1995?**
- **What is the optimum schedule for my publication among PC buyers in the IntelliQuest Study?**
- **What publications has Microsoft advertised in during the past year, and how many pages has it run in each?**

While an in-house operation, Research Services has to earn its customers' business; internal clients are free to use other research providers. "My challenge is to provide the best research services we can at the lowest possible cost," Dinneen explained. To keep costs down, Research Services operates as a break-even service group.

Research Services' output is in a constant state of evolution. Manager of Advertising Analysis **Allison Stamm** recently revamped the monthly computer advertising market report that follows ad spending in 100 U.S. IT publications. Now easier to read and reference, the report has new sections that look at markets more finitely and trends more broadly. The IDG Competitive Newsletter is another of Stamm's projects that used to appear monthly in hard copy but is now sent electronically every Friday.

European Adbase, the European version of the computer advertising tracking database, is now in the final stages of testing. By January, Stamm will manage ad tracking data for over 300 publications in 15 European countries, provide the monthly reports and conduct long range and high-end analysis. MSD and IMS/Europe staff members will be able to tap into the database for quick reports on clients, competitors and markets. As in the U.S., sales and marketing staff at any European IDG publication will be able to request customized information. After the European Adbase is established, the goal is to set up a similar system for Asia and Latin America.

Elsewhere on the global front, Research Services this year began doing more international work for advertisers. For example, in conjunction with IMS and MSD, Research Services is doing a

IDG GLOBAL COMMUNICATIONS

SURVEY: LOTUS NOTES TRAINING NEEDS

In an effort to negotiate the lowest possible price on Lotus Notes training for IDG Business Units , we ask that you take a moment to fill out this brief survey and return it by fax no later than Wednesday, November 30, 1994. Once we have a sense of the number of interested IDGers and the level of training required, we will be able to offer training options at the lowest price. If you have any questions, please contact Lisa Ryan at 617-423-1366. Thank you!

Name: ____________________
Business Unit: ____________________
Location: ____________________
Phone: ____________________

Please rate each topic on the following scale:

1. I definitely do not need training.
2. I probably do not need training.
3. Neutral or not sure.
4. I probably need training.
5. I definitely need training.

TOPICS	*RATING*
LOTUS NOTES CONCEPTS AND FEATURES e.g. Introduction to groupware, accessing & exiting Lotus Notes, security	
NAVIGATING LOTUS NOTES e.g. Workspace, special keys, opening & closing databases, Help	
WORKING WITH VIEWS e.g. Switching, expanding & collapsing views searching, indexing	
USING NOTES MAIL e.g. Mail forms, working with Address Books, priority messages & mail reports, file attachments, replying	
WORKING WITH DOCUMENTS e.g. Categorizing & opening documents, using forms, field data types, key words & rich text, importing files, saving & deleting documents	
FORMATTING & PRINTING DOCUMENTS e.g. Editing text, search & replace, spelling, margins, tabs, styles, headers & footers, resizing, exporting files	

CONTINUED ON OTHER SIDE...

Name: ______________________

Please rate each topic on the following scale:

1. I definitely do not need training.
2. I probably do not need training.
3. Neutral or Not Sure.
4. I probably need training.
5. I definitely need training.

TOPICS	*RATING*
ORGANIZING THE NOTES WORKSPACE e.g. Naming workpages, adding applications, database icons, user preferences, SmartIcon bar	
CREATING PRIVATE VIEWS e.g. View attributes, updating & saving views, editing views, customizing columns, deleting a private view	
DESIGNING & MAINTAINING DATABASES e.g. Designing databases, writing queries, linking & embedding objects, replicating	
SYSTEM ADMINISTRATION (Part 1) e.g. Setting up servers & clients, administering public Name & Address Book, operating the Notes console, scheduling mail routing and database replication, troubleshooting	
SYSTEM ADMINISTRATION (Part 2) e.g. Configuring server statistics monitors & alarms, optimizing server performance, understanding gateways	
APPLICATION DEVELOPMENT e.g. Creating multi-form, multi-view applications, using editable & computable field types, applying @functions, developing views, maintaining the design	

ADDITIONAL COMMENTS/NEEDS: ______________________

Please return this survey by fax to 617-423-0712 no later than Wed., Nov. 30, 1994.

IDG Job Opportunities Update
Monday November 21, 1994

PRODUCTION ASSISTANT (IDG/NC)
IDG Newsletter Corporation is looking for a production assistant to help with the layout of monthly newsletters. The Production Assistant will prepare drafts for editors and implement the changes after editing. Experience in desktop publishing software (PageMaker or Quark) is essential. Ideal candidate should be detail-oriented and possess excellent communication skills.

MANAGING EDITOR (CCI)
Ideal candidate will manage the editorial production of a 32 page full-color start-up magazine for introducing interactive video-on-demand service. Individual will work closely with the executive editor, publisher and designer to create a new magazine that attracts attention through entertainment features and educates readers on the use of new technology. Individual will manage the monthly production of all editorial content. 2 years magazine editing, writing and management of freelance staff required. Knowledge of the film and television industries preferred. Basic Macintosh skills (QuarkXPress) essential.

ASSISTANT SHOW MANAGER (WEC)
The individual in this position will assist and report to the Group Show Director for the annual Information Super Highway Conference and Exposition. Responsibilities include setting the business plan, exhibit and conference sales objectives and overseeing the P/L. Duties will include assisting in the development of the marketing plan, conference program and public relations campaigns. 5-7 years experience in the trade show industry required. Knowledge of Word and Lotus necessary. Communication and negotiation skills essential. Travel required.

PART-TIME GRAPHICS DESIGNER (NW)
Network World's Marketing Department is seeking a part-time graphics designer (15 hours per week) to job share until May 1995. Candidate must be proficient with Quark, Freehand, Illustrator, Word and Persuasion. Individual will work full days, Tuesday and Thursday.

SALES ASSISTANT (CWI)
Candidate will provide support to the District Sales Manager in the Irvine Office. Individual should be a goal oriented, self-starter with a desire to work in a fast-paced sales environment. Excellent communication skills are necessary. 4 years administrative/sales support experience plus computer literacy in Windows necessary. Production of graphic presentations essential. BA/BS degree and knowledge of Lotus SmartSuite a plus.

SALES ASSISTANT (IW)
The individual in this position will handle weekly closing of demo edition and interact with clients via telephone. Additional responsibilities will include database management and general sales administrative support. Successful candidate will be detail-oriented and have strong organizational skills. PC literacy a must. Publishing or advertising experience desired.

SUPERVISOR OF PRODUCTION PROJECT COORDINATION (IDG/B)
Ideal candidate will supervise freelance proofreaders and indexers, develop and implement production cycles and evaluate and recommend software/hardware upgrades and purchases. Knowledge of word processing software, desktop publishing software and conversion between PC/DOS/Windows and Macintosh platforms necessary. Management experience preferred.

SUPERVISOR OF PAGE LAYOUT AND GRAPHICS (IDG/B)
Candidate will coordinate with the Director of Production and editorial staff for matching design needs with designers, evaluate illustration needs and evaluate and recommend software/hardware upgrades and purchases. Experience with processing digital color on a Macintosh platform required. Knowledge of QuarkXPress and/or Aldus Freehand and Adobe Photoshop for the Macintosh necessary. Knowledge of color processing a must.

DISTRIBUTION COORDINATOR (IDG/B)
The individual in this position should have experience in high volume distribution in a pick pack operation. Candidate will also have budget control responsibilities. Traffic management skills and automation experience helpful. Will coordinate and supervise activities of a third party warehouse serving IDG customers.

AD BILLING COORDINATOR (IMI)
Successful candidate will be responsible for advertising billing for two computer publications. The primary responsibilities in this position will include preparing billing of advertising through a custom Macintosh billing system, maintaining advertiser account and contract files, preparing reports related to all advertising billing and providing customer service to internal and external inquiries. Time management and communication skills are necessary. Excellent customer service skills essential.

SENIOR ASSOCIATE EDITOR (MAC)
The individual in this position will conceive, assign, write and edit feature articles and act as a representative of Macworld. This position requires a basic familiarity of personal computer technology, products and their applications. Excellent analytical skills are necessary. Project management and journalistic skills preferred. A. B.S. in Journalism or the equivalent computing experience is required. 4-6 years job experience in computer journalism plus 2 years of feature editing required.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta Danielle Volpe	(508)935-4734 (508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham/ Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/ IMS/ETA	Kathleen Fantoni Theodora Guest	(508)935-4531 (508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis Linda Schmid	(415)312-0566 (415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan Jamie Maroney Pat Levenduski	(415)312-0611 (317)895-5222 (415)312-0622

IDG Job Opportunities Update

November 21, 1994

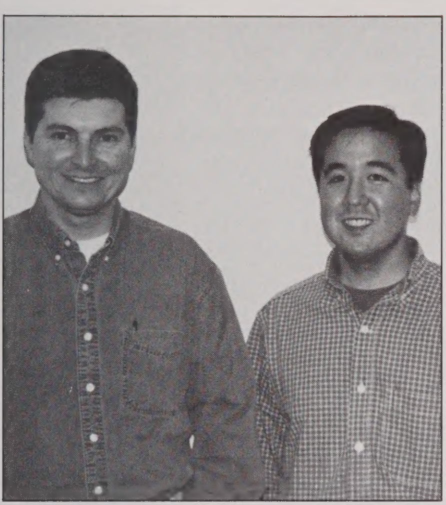
Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Receptionist	Atlanta, GA	P. Fowler	(508)935-4796
IDG	Associate / Human Resources Analyst	Framingham, MA	T. Mathews	(508)935-4710
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Payroll / Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Database Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	P/T Clerical Assistant	Framingham, MA	S. Merchant	(508)820-8203
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
IDG/IPS	Editorial Assistant	Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editor (2)	Boston, MA	J. Welp	(617)422-8038
IDG/NC	Production Assistant	Boston, MA	J. Welp	(617)422-8038
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CCI	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program Operations	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Program, Comm. Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Coordinator	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CCI	Billing & Collections Manager	Peterborough, NH	D. Bither	(603)924-7271
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Copy Editor, Level I	Framingham, MA	M. Cornetta	(508)935-4734
NW	Art Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	Special Projects Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Controller	Framingham, MA	D. Bernardi	(5080935-4361
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	P/T East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Per. Syst. & International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Associate Research Analyst, P-3	New York, NY	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Technology	New York, NY	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	K. Fantoni	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Sales Assistant	Irvine, CA	L. Lehane	(415)347-0555
CWI	Assoc. Publisher / Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700

IDG Job Opportunities Update

November 21, 1994

Division	Title	Location	Contact Mgr.	Phone
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CWI	VP of Information Systems	Framingham, MA	S. Perry	(508)820-8160
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	P/T Department Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	Los Angeles, CA	P. Levenduski	(415)312-0622
IDG/B	EVP Sales & Marketing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Editorial Director	Braintree, MA & San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Admin. Asst. to VP, Business Dev.	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Acquisitionsd Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Senior Financial Analyst	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)312-0622
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)312-0622
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)312-0622
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/Edit.	Senior Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW/News	PC Experts/Technical Writers (2)	IDG Newsletters Corp., Boston, MA	K. Fantoni	(508)935-4531
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Circulation Assistant	San Francisco, CA	K. Gee	(415)978-3146
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Administrative Assistant	San Francisco, CA	L. Buckingham	(415)974-7344
IMI	Ad Billing Coordinator	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Art Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Book Editor / Book Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406



GERRY DAVIDSON

OPERATING OUT OF A NEW OFFICE IN *San Francisco, **Gary Rocchio** and **James Imahiro** are working closely with a number of West Coast business units as well as the Marketing Services Division.*

study for Computer Associates in three countries, analyzing the level of customer awareness of products before and after an ad campaign and comparing the results to awareness of competitors' products. Research Services is also conducting reader profile studies in many of the *Macworld* markets for the Macworld Global Product Support Center and doing similar work for the Computerworld GPSC.

The proliferation of syndicated studies such as Simmons CompPro has also changed the nature of Research Services' work, Dinneen said. In response to IDG publication requests, Research Services recently began offering training sessions for marketing and sales staff on how to interpret syndicated data. In addition, if an advertiser or agency requests information about a targeted segment of a syndicated study, Research Services can assist participating publications by determining what's needed and running a report.

As of Nov. 21, Research Services "East" will be located at 492 Old Connecticut Path, 4th floor, Framingham, MA 01701, tel: 508-820-2525 (new direct dial numbers to come), fax: 508-370-0020.

On the West Coast, Vice President/ Director of Research **Gary Rocchio**, and Research Analyst **James Imahiro** are at 505 Sansome St., 6th Floor, San Francisco, CA 94111, tel: 415-676-3000, fax: 415-982-1702.

Worldwide Managers' Great Ideas Session Showcases Creativity

A sampling of success stories from the worldwide managers meeting follows:

We formed a joint venture with New Zealand's largest business publishing group to produce a quarterly magazine that explains key technology developments to senior management in plain language. *Management Technology Briefing* is inserted into *Computerworld* and *National Business Review* (our partner's weekly) and sold separately on newsstands for a total circulation of 25,000.

- **Martin Taylor**, IDG New Zealand

We developed electronic delivery of IDC text, tables and graphics directly to customers' desktops using Lotus Notes. Customers can use IDC's research in entirely new ways, and it can reach many more individuals. As a result, the value of IDC's research has increased, and IDC has a major new revenue opportunity.

- **Kirk Campbell**, IDC

Our great idea was to supply free flu shots to all employees and have them given on site. Last year, for a cost of $450, we estimated a reduction of 50 employee sick days, which at $25/hour, equates to a real dollar savings of $100,000. This savings is in addition to the positive effect on work flows, deadlines and morale. This year, more than 60 employees received shots.

- **Pat Ferrell**, Infotainment World

Computerwoche enlisted the support of Emerging Technology Applications to develop a CD-ROM with the editorial content of *Computerwoche*. Profitable from the beginning and now in its third update, *Computerwoche CD*'s content and images have been enhanced, and the number of subscribers has risen steadily. The project shows how a publisher can get into electronic media with minimal investment in order to test the waters, leverage assets and meet customer needs.

- **Ralph Peter Rauchfuss**, *Computerwoche*; **Paul Earl**, ETA

Use membership and exclusivity to cement relations with industry customers. Services such as frequent flyer points, membership cards, special newsletters and merchandise will generate tremendous good will at a very low cost.

- **Kazimierz Szot**, IDG Poland

World Expo designed and introduced a new program of paid technology/business conferences that take place six months to a year before opening trade shows in the same venue and technology area. (For example, the Information Superhighway Summit in San Jose this September was a precursor to ComNet/ ISS Expo in '95.) Among the benefits: establish a market position before the competition; create a marketing and promotional event for the upcoming expo; generate profits.

- **Ken Kaplan**, IDG World Expo

HELP WANTED:
EXCITING OVERSEAS PUBLISHING OPPORTUNITY

IT Media, IDG's licensee in Johannesburg, South Africa, is looking for a publisher to take a six- to 12-month assignment. The challenge is to bring some fresh ideas to IT Media and help locate and train a new local publisher.

IT Media produces four IT publications for the blossoming South African market — *Computing S.A.* (*Computerworld*), *Network World S.A.*, *Software World* (*PC World*) and *Computer Mail* (*CIO*).

For further information, contact David Hill at IDG International Publishing Services — Tel: 617-423-9030; Fax: 617-423-0712: E-mail D.HILL.

NOTEWORTHY

PROMOTIONS

BISHOP

IDC announced a number of promotions at its annual sales dinner in Boston last month. **Larry Bishop**, formerly vice president of sales and administration, has been promoted to senior vice president of U.S. sales and operations. "Since taking over management of the IDC U.S. sales force four years ago, Larry has led United States bookings to record growth rates every year," said IDC President **Kirk Campbell**. "In addition, Larry manages more employees than any other IDC manager. Both IDC sales and operations have benefited greatly from Larry's steady leadership."

Nancy Underwood, previously sales director for the Northwest region, has been named vice president for the territory. "Nancy has done an excellent job of managing the Northwest region during the past 18 months," said Senior Vice President Larry Bishop. "Bookings have grown at an annual rate of over 20% per year since she took over the region. Her attention to detail has been extremely valuable in managing both people and resources."

Steve Auerbach, previously sales manager for the Southwest region, has been appointed sales director. "Steve has been very effective in maximizing sales results in the Southwest region, which has many smaller companies requiring a high level of account management skill and energy," said Senior Vice President Larry Bishop. "His persistence has paid off in closing a large number of new accounts."

Freeman Bradley, formerly account executive at IDC West, has been named account manager "In the last two years Freeman has contributed significantly to the Northwest region sales with his high level of knowledge about the markets and vendors, his account management skills and his team spirit," said Northwest Region Vice President Nancy Underwood. "We are very glad to have him on the team, and his promotion is very well deserved."

NEW EMPLOYEES

IMS/Europe has announced the appointment of two new executives. **Gill Warren** has joined IMS as director/European marketing communications. Most recently European events manager for Lotus Development Corp., Gill has held marketing positions at Softright Systems, Fernhart Computer Services, Control Marketing and Midas Direct. She received her degree in French and theater from the University of Warwick.

Andy Hart has signed on as director/client services, responsible for developing marketing partnerships between pan-European IT clients and IDG business units. While head of the media group at Mediastar, Andy was the recipient of three honors in the 1994 Media Week Consumer Press Awards, including Campaign of the Year. Andy is a joint honors graduate from Manchester University and the WUJS Postgraduate Academy, Arad, Israel. He has held positions at VNU Business Publications, Slaymeker, Cowley, White and DFSD Bozell.

MARTYAK

Marketing Specialist **Cara Martyak** comes to Infotainment World from The Make-A-Wish Foundation in Washington, D.C., where she worked as special events coordinator. Cara earned a BA in history from Loyola Marymount University and outside the office likes to cook, try new restaurants and visit museums and the zoo.

MOYNAHAN

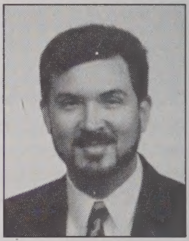
IDG WORLD UPDATE

Computerworld welcomes two new employees. **Gary Moynahan** is *CW*'s new system administrator. Most recently Gary worked as an electronic data systems specialist for Lockeheed Missiles and Space Co., in Kings Bay, Ga. He has a BS in electronic engineering technology from Ohio Institute of Technology and enjoys baseball, softball and hiking.

HOLLIDAY

IDG WORLD UPDATE

Laura Holliday is a sales assistant for recruitment advertising. Laura is a *CW* veteran, who has spent the past few years at home with her 4-year-old daughter and 19-month-old son. She attended the Katharine Gibbs School and in her free time volunteers for a local literacy program, reads and cooks.


CARROLL

As director/national accounts, **Ron Carroll** will be working out of MSD's Stamford, Conn., office. Prior to joining MSD, Ron was international account director for Lintas Paris. He has a BA and MFA in creative writing from the University of Alabama and attended the U.S. Air Force Academy for three years. He is a collector of Alabama folk art who also enjoys writing fiction, skiing and playing with his two-year-old daughter.

Gerry Davidson is executive assistant to MSD President **Peter Horan** and Director/National Acounts **Pam Fleming** in the San Francisco office. Gerry has a BA in journalism from California State University/Chico and counts playing baseball, golfing, and attending hockey games among his outside pursuits.

IDG OPENS NEW WEST COAST OFFICE

The West Coast regional offices of IDG's Marketing Services Division, International Marketing Services and Research Services have moved and are now located in the same building in downtown San Francisco:

International Data Group
505 Sansome Street, 6th floor
San Francisco, CA 94111

Tel: 800-IDG IS IT
415-676-3000

Fax: 415-705-6421

A Hauntingly Good Time

DENIZENS OF IDG'S REGIONAL SALES *office in Irvine, Calif., scared up a good time last month with a Halloween costume contest. Winners* ***Selin Gabriel*** *of Macworld (center, back), who transformed herself into a green-faced witch, and* ***Martina Martin*** *of IDG (far right), who spent the day as Alfalfa, took home movie passes. Also pictured (from left)* ***Bev Raus****, IDG;* ***Jill Greer****, Computerworld;* ***Pat Duhl****, Multimedia World; and* ***Pamm Prince****, Computerworld.*

WORLD EXPO NAMES CORPORATE VALUE ACHIEVERS

RACHEL WINETT

CINCOTTA

RACHEL WINETT

O'BRIEN

IDG World Expo's Sandy Cincotta and Cress O'Brien are the most recent winners of the business unit's Corporate Value Achiever Awards. Now in its second year, the program was designed to recognize World Expo employees whose job performance exemplifies a commitment to IDG's 10 Corporate Values. Winners are selected by a panel comprising past winners, IDG World Expo President Ken Kaplan and Human Resources Representative Kathleen Fantoni.

Sandy, director of IS and administration, was cited for her "let's try it" attitude, her contributions to World Expo's transition to a more goal-oriented, decentralized structure and her successful effort to put World Expo at the forefront of providing information over the Internet as well as facilitating show registration via the Internet.

Cress serves as World Expo's PR specialist and was honored for her outstanding customer service. "Cress never says it's not her job. She helps out whenever and wherever necessary," and "she goes out of her way to respond quickly and pleasantly to the often hard-to-please press," read her nomination. Cress also spearheaded the creation of a central competitive file, a project that had been on the business unit's to-do list for years.

Award winners receive a crystal globe inscribed with IDG's 10 Corporate Values and a cash prize.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Sheryl Merchant - IMS
Mike Masters - CIO

TWELVE YEARS
Alice Longley - Computerworld
Jayne Boyer - IMI

NINE YEARS
Frank Cutitta - IMS
Fernando Rodriguez - IDG Spain

EIGHT YEARS
Shannon Dolan - Macworld
Marilyn Fullerton - IDG World Expo
Frank Genovese - CIO

SEVEN YEARS
Colleen Kelly - Federal Computer Week
Paula Wright - Computerworld
Allan Alter - Computerworld
Anthony Membrino - IDC

SIX YEARS
Sally Reinfeld - IDG
Denise Perreault - CIO

FIVE YEARS
Tim Johnson - Macworld
Carolyn Marsan - Federal Computer Week
Linda Clinton - Computerworld
Carol Gockenbach - PC World
Annika Fors - IDG Sweden
Fernando Rodriguez, Jr. - IDG Spain

FOUR YEARS
Jim Welch - InfoWorld
Geri Giovanni - IDG
Steve Fox - PC World
Virginie Bril - IDG France

THREE YEARS
Matthew Mandino - IDG World Expo
Torsten Busse - Int'l Publishing Services
Karen Weiss - Publish
Pascal Dumortier - IDG France
David Solomon - IDG Books

TWO YEARS
Scott Kleinman - MSD
Dana Miller - IDC
Caroline Jones - PC World
Pierre Hammar - IDG Sweden
Ingemo Ilander - IDG Sweden
Johan Rönn - IDG Sweden
Mikael Ramnö - IDG Sweden

ONE YEAR
Henrik Petersen - IDG Denmark
Ingrid Bustamente - IDG Venezuela
Mats Öhman - IDG Sweden
Beth Finklestein - IDG Books

CELEBRATING 10

Christine Curry

HOME: Los Altos, Calif.

JOINED IDG: August 1984 as district manager for *On Communications*, which evolved into *Network World.*

CURRENT TITLE: District Manager, *Computerworld*

MOST CHALLENGING PART OF YOUR JOB: Managing time. *Computerworld* is so much in demand in the marketplace that the challenge is to manage time in order to provide the top level of service our customers have learned to expect.

BEST PART OF YOUR JOB: I work with very smart, highly motivated people who have a very positive and cooperative attitude. We have a wonderful team at *Computerworld.*

LATEST ACCOMPLISHMENT: I closed the latest fiscal year 22% over quota.

DID YOU THINK YOU'D BE AT IDG FOR 10 YEARS? No, but now that I am here, I hope to stay for another 20.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: The corporate culture that allows for individuality, encourages new ideas and demands respect for our customers and employees. Someday IDG should be included in a book on excellent companies.

INTERESTS OUTSIDE THE OFFICE: I have two sons, 11 and 14, and most of my time outside the office is spent participating in family activities. I also enjoy gardening and giving dinner parties for friends.

MOST REWARDING THING EVER DONE: Raising our sons with my wonderful husband.

IDG CHAIRMAN PAT McGOVERN ESCORTED CHRIS CURRY *to dinner recently in honor of her 10th anniversary with the company.*

DREAM DESTINATION: I love Italy: the people, the art, the food and the countryside. The place I would most like to visit that I have not yet is Provence.

FANTASY JOB: Owning a theater company.

MANAGER'S PROFILE: "Christine exemplifies the ideal *Computerworld*/IDG employee. She brings with her not only a lot of experience but enthusiasm for her job, superior customer service, team spirit and leadership."

*— **Richard Espinoza,** CW vice president/ western advertising sales*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 24, Number 48

November 28, 1994

MULTIMEDIA WORLD BOOSTS CIRCULATION WITH CD-ROM WORLD MERGER
PAGE 2

TRAVEL COLUMN: SAVE WITH TWA DISCOUNTS; HELP IDG RECOUP VAT REFUNDS
PAGE 4

ON THE JOB: IDG BRAZIL CIRCULATION MANAGER JUGGLES FIVE PUBLICATIONS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Study Looks at Benefits of Brand Loyalty

The IDG Marketing Services Division kicked off a five-city U.S. tour on Nov. 4 to present the results of the most comprehensive study of brand loyalty for computer products ever conducted. *Buyers and Your Brand*, the fifth installment in IDG's "Buying IT in the '90s" research series, measures the benefits IT companies gain by building a strong brand identity for themselves and their products.

> *Our core strategy [is] to position IDG as ...the most knowledgeable about technology marketing and marketing globally."*
>
> **- Peter Horan**

"It's very clear that computer products are not sold on price alone," said MSD President **Peter Horan**, who along with **Scott Kleiman**, MSD's director of strategic research, shaped the development of the Wave V research. "We set out to quantify that — and take a hard look at the impact brands have on purchasing decisions. This research is an incredible tool

•CONTINUED PAGE 7•

Finland's *MikroPC* Sets Publishing Records

November issue weighs in as country's largest IT publication

Already the leading PC magazine in Finland, *MikroPC* set two new records with its November issue. Weighing in at 190 pages, the publication is the biggest computer magazine ever published in Finland and the first in which advertising revenue exceeded one million Finnish markka (US$220,000).

Published by IDG's Finnish publishing partner, Helsinki-based Oy Talentum Ab, the 11-year-old monthly owes its most recent success to the hard work of its small but talented staff, according to Editor-in-Chief **Kari Tyllilä**. "**Olli-Pekka Laukkanen** [marketing manager] and **Ulla Takala** [EDP publications department manager] planned an intensive circulation campaign back in June that has brought in over 10,000 new subscribers," Tyllilä said.

At the same time, the editorial department has worked hard to broaden the appeal of *MikroPC* to include not only traditional business users but also less sophisticated PC users and buyers.

MIKRO pc
Digitaalinen
maailmamme

AN AGGRESSIVE CIRCULATION *campaign launched earlier this year netted 10,000 new subscribers for MikroPC.*

Total circulation for the November issue was approximately 47,000, according to Tyllilä, who added, "given that Finland's total population is only five million, this represents a very big number."

Combine the efforts of the *MikroPC* staff with a recent surge in the recovery of Finland's economy and "there it is, great success!" said Tyllilä.

After 10 years of hard work, *MikroPC* now leads its toughest competitor, *Tietokone*, published in partnership with Forstmann Little (previously Ziff Davis) in virtually all categories: total page volume, advertising page volume, total circulation and paid circulation.

"We probably also lead in terms of ad revenue, although that's difficult to say for sure," Tyllilä said.

IN BRIEF

GamePro Teams Up with Sega, Kmart for Holiday Promotion

In a powerful alliance with Sega and retail giant Kmart Corp., *GamePro* magazine has launched a promotion to bombard consumers during the holiday buying season. The "Sega Sweepstakes Spectacular," teased in the November issue of *GamePro* and advertised in two-page spreads in the December and January issues of *GamePro* and the December/January edition of *S.W.A.T.Pro*, will reach more than 2.5 million readers. News of the sweepstakes — spotlighted in Kmart's Sunday newspaper insert ads — will hit 70 million homes over the next two months.

The ads in *GamePro* and *S.W.A.T.Pro* offer mail-in rebates on Sega products purchased at any of the 2,420 Kmart stores in the U.S. Sweepstakes entry blanks are available at *GamePro* displays in Kmart's video game departments.

The grand prize is an appearance in an upcoming Sega television commercial including an all-expense paid trip to the filming location. In addition, 10 first prize winners will receive Sega Genesis 32X games systems, and 20 second prize winners will receive a one-year subscription to *GamePro* and Genesis game cartridges. All winners will be listed in a subsequent issue of *GamePro*.

"Our goal is to create synergistic marketing partnerships that sell product, build store traffic and provide *GamePro* readers with discounts on some of the newest, most exciting video games available this holiday season," said Infotainment World President **Pat Ferrell**. Both Kmart and Sega have expressed enthusiasm for this relationship with *GamePro* and expect to see significant bottom-line results.

As for *GamePro*, a similar 1993 promotion resulted in a 1,375% increase in sales.

InfoWorld Gets a Facelift

INFO WORLD

SQL standoff: Two top engines go toe to toe. The result is a tie, but no deadlock. 128

Fastest Pentium still rare

Dell, Micron announce 100-MHz desktops

Intel favors customers with latest processor

Pilot projects will give AT&T Network Notes a test flight

A suite contender

TI aims high with PCI notebooks

InfoWorld unveiled its lively and colorful redesign in the November 14 issue, just in time to make a splash on the Comdex show floor. The publication's first redesign since 1988 features:

- A new layout and graphics designed by Ronn Campisi to make *IW* easier to read.
- Improved paper stock.
- Front page news stories that jump inside the news section rather than to the back.
- An expanded contents page with more information.
- A redesigned product comparisons page with a margin directing the reader to other relevant information.

Multimedia World Absorbs Mecklermedia's *CD-ROM World*

PC World Communications signed an agreement earlier this month to merge Mecklermedia Corp.'s *CD-ROM World* into *Multimedia World*. The *Multimedia World* staff plans to incorporate the best features of *CD-ROM World* into its editorial mix to further expand its coverage of multimedia products.

With a projected paid circulation of 172,000 for the December issue, *Multimedia World* will bolster its already strong circulation in the merger. The publication will likely serve roughly 16,000 *CD-ROM World* subscribers in 1995.

Rich Marino, president and chief operating officer of PC World Publishing, pointed out that the two publications serve complementary audiences with subscriber bases that overlap by only 4%. "The combination of *CD-ROM*'s technologically astute and reference-oriented subscribers with *Multimedia World*'s larger, enthusiast audience is good news for multimedia product advertisers," Marino said.

According to the two magazine's subscriber studies, the combined circulation will result in a readership with an average household income in excess of $75,000, with 90% of readers owning a multimedia PC system.

Network World Adopts a Brighter Outlook

Against the backdrop of the bright lights of Las Vegas, *Network World* unveiled an upgrade of its own at this month's Comdex show. Beginning with the Nov. 14 issue, the publication will be printed on a machine-finish coated paper that offers increased opacity and brightness. The paper, known as Saimatech, has a bluish hue and allows for better reproduction quality, according to *NW* Production Manager **Ann Finn**.

Internal readership studies have shown readers prefer a coated paper stock, noted *NW* Publisher **Colin Ungaro**, adding, "We will serve our readers' interests by providing them with higher quality tools to meet their evolving needs."

NETWORK WORLD

Sybase set to overhaul its Replication Server

IBM, Novell scoping out integration plan

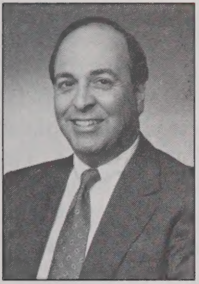
Hotel chain rests easier with new data analysis system

Sun's mgmt. future turns on Solstice

Jury's out on PowerPC's net role

Computerworld is also printed on Saimatech, which is produced by a mill called Kymmene Paper. According to Director of Paper Services **David Sanders**, this move was facilitated by the continuing cooperative effort between *Computerworld*, *Network World* and *Federal Computer Week*, which banded together several years ago to do volume purchasing at Kymmene creating a sizeable volume and giving IDG considerable influence with the mill.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Have you had a chance yet to do much traveling overseas in your role as IDG COO?

A I have been to two European Managers meetings, one in Warsaw and one in Stockholm. I have also been to New Zealand in June for an Asia/Pacific Managers Meeting. I am planning a trip to IDG Australia and IDG New Zealand in January and after the European Managers Meeting in Barcelona in February I will be visiting IDG France and several other European business units. I am certain that over the next several years I will visit most of our business units around the world. I am very impressed with the overall quality of the country managers and the teams they have assembled. As you meet them, you quickly understand why IDG is the global leader in the field of "information about information technology!"

What would you say is the greatest challenge you face in your new position over the next 12 months?

The biggest challenge I face is to build upon the unique and wonderful relationships that **Walter Boyd** developed over many years with our business unit heads around the world. They are the individuals that will lead us to the next level in our growth and development as a company, and it is important for both **Kelly Conlin** and me to have their trust and support.

Who reports to you?

As you know, IDG is not structured in a typical hierarchical fashion. Therefore, direct reporting relationships are different from those in most companies. I view my role as more of a coach who works with the players as a member of a team. In that role, I try to stay in close contact by E-mail, telephone and fax. I have continued Walter's very effective policy of responding to all inquiries within 24 hours. **Donald Young** provides me with the assistance necessary to make this promise a reality.

Will IDG ever implement sabbaticals?

Because of our decentralized environment and the range in size of our business units, IDG is careful not to implement cross divisional benefit programs which can place a hardship on our smaller units. Time off practices are among the most difficult for smaller units to handle because they do not have a large enough staff to spread the work around. However, business units can choose, when the business can accommodate it, to allow an unpaid personal leave of absence for a long-term employee for the purpose of pursuing personal interests.

Will IDG ever develop a comprehensive company-wide maternity program?

IDG's Short Term Disability benefit provides for paid time off for the portion of a maternity leave during which the woman is considered medically disabled. This typically provides for at least six to eight weeks of paid leave, depending upon the doctor's recommendation. Beyond a disability leave, IDG implemented a Family Leave program in 1992 which allowed employees, both male and female, to take unpaid time off to be with their newborn or newly adopted child. This program was implemented well in advance of the August 1993 Family Medical Leave Act, which mandated benefits similar to those already offered to IDG employees.

What's the biggest adjustment you've had to make since assuming your new post earlier this fall?

The biggest adjustment has been leaving the day-to-day business of publishing, which I love. I have been pleased, however, to see **Jim Martin** and the *InfoWorld* team continue to meet and exceed their goals during the first quarter of FY95!

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

____

____

____

____

An Update from IDG Corporate Travel

Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column offering news, tips and special discounts to IDG travelers.*

IDG Entitled to VAT Refunds

VAT, or value-added tax, is a surcharge on general consumer expenditures for goods and services, similar to a sales tax. VAT is charged by most Western European countries and ranges from three to 25% from country to country.

Because VAT is intended to be a charge on expenditures made by final consumers and not by businesses, companies like IDG are eligible for refunds on certain expenses associated with corporate travel. Areas where VAT charges apply include hotel accommodations, entertainment, food, car rentals, rail travel and gasoline as well as some other business expenditures. In some countries VAT is charged on training courses, conferences and trade shows.

What can you do?

Vice President of IDG's Corporate Tax Department **Jayne Enos** submits applications for VAT refunds on a quarterly basis. There are two ways that IDG employees in the U.S. can facilitate the process of applying for VAT refunds.

When submitting expense reports for travel in Western Europe, include only original receipts. The original invoice is required because it includes the service establishment's VAT ID number required by each country's VAT collectors. The receipt also ensures that companies do not make duplicate claims.

Second, IDG employees must submit their expense reports in a timely fashion (four to six weeks) at the completion of their travels, as each country has stringent guidelines about the time frame in which a refund may be obtained. Additional time is needed to process these applications because each country requires the application to be submitted in its official language. Some countries including France and Spain prohibit an internal organization from filing for the company, and in these cases, IDG needs time to contract with an outside consulting or accounting firm.*

For additional information on VAT refunds, contact Jayne Enos at 508-935-4436.

**Information excerpted from* VAT Refunds, *©1993 American Express Travel Management Services.*

IDG Negotiates Contract with TWA

IDG recently signed a contract with TWA for discounted rates on both U.S. and international travel. When traveling within the U.S., depending on your destination and the class of service you are flying, discounts range from 10% - 30%.

When traveling outside the U.S., one-way business class zone fares are available at substantial savings to destinations including Frankfurt, Paris, Rome, Athens, Tel Aviv, Vienna and Cairo. For example, the current roundtrip business class fare between Boston and Paris is $2,952.15. The negotiated rate is $1,726.15 — realizing a savings of $1,226.00. Please contact the Corporate Travel Department for additional information.

Booking Hotel Reservations with Thomas Cook Results in Reduced Future Rates

The Corporate Travel Department requests that IDG employees book hotel reservations through the Thomas Cook office. Not only does Thomas Cook have a number of negotiated rates available, but when travelers reserve rooms directly with hotels, IDG cannot accurately track volume. Without that information, Thomas Cook and the Corporate Travel Department cannot negotiate lower rates for IDG in the coming year.

As a recent study in *USA Today* pointed out, hotel rates are rising as a result of increased occupancy. According to the study, hotel rates rose an average of 3.1% during the first six months of 1994 and are expected to continue increasing as a result of low airfares and the improving economy.

To facilitate the reservation process, be sure to complete your Thomas Cook travel profile with room preferences and credit card numbers. Contact the Thomas Cook Travel office for profile forms.

TAP INTO IDG'S TRAVEL RESOURCES

For corporate travel questions, information on special rates, discounts or contract negotiation, contact IDG Corporate Travel Manager Lyndsey Pomella, tel: 508-935-4093; fax: 508-935-4288, BusinessTalk address: L.Pomella.

For quotations and reservations, contact IDG's Thomas Cook Travel office, tel: 508-935-4432 (East Coast office), 415-267-1740 (West Coast office), BusinessTalk address: T.Cook.

DID YOU KNOW ?

- **Effective Nov. 1, Great Britain instituted its first airport departure tax. The current levies are 10 pounds (approximately US$16) for travelers to the U.S. and other intercontinental destinations and five pounds to most Western European cities.**

- **Effective Jan. 1, 1995, Switzerland will add a 6.5% VAT.**

IDG Job Opportunities Update
Monday November 28, 1994

BOOKKEEPER (IDG)
The ideal candidate will be responsible for Accounts Receivable, Accounts Payable and General Ledger data input for one or more of IDG's subsidiary companies. Duties will include vouchering A/P, entering A/R and cash, and posting A/R and A/P to General Ledger. 2-4 years experience as a full charge bookkeeper is required. Individual must be proficient with Lotus 1-2-3. College level accounting courses a plus.

HRIS SYSTEMS SPECIALIST (IDG)
The individual in this position will provide technical and applications support for an integrated PC-based HRIS and payroll system. The ideal candidate should have a minimum of 5 years professional level experience in HRIS. Windows experience a must. Experience with HR-1 and/or ADP systems strongly desired. Exposure to LAN management a plus.

VP SALES / AD DIRECTOR (NW)
Network World is seeking a seasoned professional to head their advertising sales team. Successful candidate will be responsible for setting sales goals, meeting revenue targets, managing a team of sales managers, and managing the advertising operations function. Prior management experience and knowledge of the IT Industry essential

SENIOR SALES REPRESENTATIVE - DISPLAY (CWI)
The individual in this position will be responsible for prospecting and maintaining advertising space for Computerworld. A minimum of 5 years selling experience and knowledge of the computer industry is required.

INFOMARKET ACCOUNT MANAGER (IW)
Ideal candidate will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years selling experience plus knowledge of the PC Industry required.

DIRECTOR OF NATIONAL ACCOUNTS (MAC)
The candidate for this position will pursue all advertising and other revenue generating opportunities with National and Strategic accounts by means of creative selling and marketing at all levels of the accounts in a Northeast territory. A minimum of 5 years experience working in or with a high-tech company is necessary. Thorough understanding of the Mac market is required. Previous advertising space sales experience a plus.

NATIONAL ACCOUNTS MANAGER (MAC)
Ideal candidate will pursue all advertising and other revenue generating opportunities with National and Strategic accounts. This will be accomplished through creative selling and marketing at all levels of the accounts in a Northwestern territory. A minimum of 5 years experience working in or with high-tech companies required. Experience may be sales or marketing based. A solid understanding of the Mac market is essential. Previous ad sales experience essential.

SALES REPRESENTATIVE / ELECTRONIC ENTERTAINMENT (IFTW)
Infotainment World Inc. is looking for an intermediate level inside sales position for the "Marketplace" section of Electronic Entertainment. Primary responsibilities will include prospecting and qualifying leads, generating interest, maintaining advertising space for national accounts, and assisting the western regional manager. A minimum of 3 years selling experience with a proven track record in telemarketing sales required. Knowledge of the interactive electronic entertainment industry a plus.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services/ Research Services	Mary Cornetta	(508)935-4734
	Danielle Volpe	(508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/ Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/ IMS/ETA	Kathleen Fantoni	(508)935-4531
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Jamie Maroney	(317)895-5222
	Pat Levenduski	(415)312-0622

IDG Job Opportunities Update

November 28, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	HRIS Systems Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Receptionist	Atlanta, GA	P. Fowler	(508)935-4796
IDG	Associate / Human Resources Analyst	Framingham, MA	T. Mathews	(508)935-4710
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Payroll / Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	VF - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Executive Recruiter	Framingham, MA	L. Connolly	(508)935-4791
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate Analyst, Computer Markets	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
IDG/IPS	Editorial Assistant	Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editor (2)	Boston, MA	J. Welp	(617)422-8038
IDG/NC	Production Assistant	Boston, MA	J. Welp	(617)422-8038
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Manager, Program Operations	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Program, Comm. Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	VP Sales / Ad Director	Framingham, mA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Copy Editor, Level I	Framingham, MA	M. Cornetta	(508)935-4734
NW	Art Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Controller	Framingham, MA	D. Bernardi	(5080935-4361
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	P/T East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Admin. Ass't, Per. Syst. & International	Mountain View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Associate Research Analyst, P-3	New York, NY	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Technology	New York, NY	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	K. Fantoni	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Senior Sales Representative - Display	Irvine, CA	R. Espinoza	(415)347-0555
CWI	Sales Assistant	Irvine, CA	L. Lehane	(415)347-0555
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728

IDG Job Opportunities Update

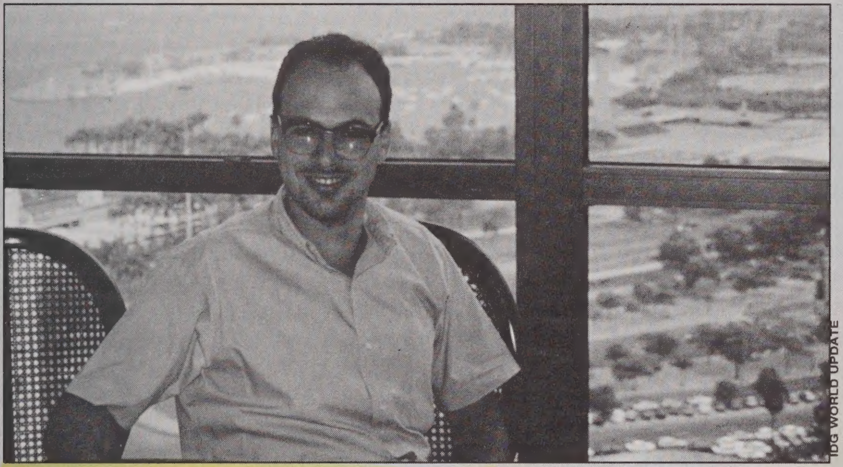
November 28, 1994

Division	Title	Location	Contact Mgr.	Phone
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	P/T Department Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	Los Angeles, CA	P. Levenduski	(415)655-3015
IDG/B	EVP Sales & Marketing	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director	Braintree, MA & San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Admin. Asst. to VP, Business Dev.	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitionsd Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Data Entry Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Composition Designer	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Senior Financial Analyst	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)655-3015
IDG/B	Programmer Analyst	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Associate Mgr. / Int'l Rights & Licensing	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	International Marketing Coordinator	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Contract Administrator	San Mateo, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	San Mateo, CA	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/Edit.	Senior Associate Editor	Boston, MA	K. Fantoni	(508)935-4531
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW/News	PC Experts/Technical Writers (2)	IDG Newsletters Corp., Boston, MA	K. Fantoni	(508)935-4531
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Director of National Accounts	Natick, MA	S. Ginenthal	(415)978-3203
MAC	National Accounts Manager	San Francisco,CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Circulation Assistant	San Francisco, CA	K. Gee	(415)978-3146
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
IMI	Ad Billing Coordinator	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Sales Representative / E2	San Mateo, CA	J. Sheperd	(415)286-2530
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Art Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Book Editor / Book Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

ON THE JOB

CIRCULATION MANAGER FOR IDG BRAZIL OVERSEES FIVE PUBLICATIONS



CIRCULATION MANAGER RONALD WIESELBERG USES A NUMBER OF TACTICS *to help keep IDG Brazil's publications in readers' hands.*

With a staff of 11 fulfillment, distribution and customer service assistants, Circulation Manager Ronald Wieselberg oversees all circulation issues for all of, IDG Brazil's publications — *PC World*, *Computerworld*, *Macworld*, *Publish* and *Connections*.

Trained as a mechanical engineer at the University of Brasil, Ronald earned a degree in operations research from The London School of Economics and an MBA in marketing from PUC/RJ.

His career has included a marketing post at IBM and marketing and circulation positions at the *Jornal do Brasil*, one of Brazil's largest dailies, and Time Life, Inc. He describes the obstacle he must overcome in his current position as "the same challenge faced by all publications in Brazil — trying to sell publications to a country that doesn't have the time or the habit to read."

Ronald uses an array of tactics to grow the circulation of all five publications. He launches an average of one direct mail campaign each month. A relatively new concept in Brazil, the direct mail initiatives offer special discounts including dual subscriptions on compatible publications such as *Computerworld* and *Connections*. Ronald's three renewal efforts for each terminating subscription have contributed to the 20% edge IDG Brazil's publications maintain over their competitors' renewal rates.

Due to skyrocketing postal charges, door-to-door deliveries are made in many parts of the country. Two salesmen also sell subscriptions by knocking on doors.

In universities, Ronald has discovered a new audience with money, computing curiosity and time to read. The telemarketing operation Ronald is building is already responsible for almost half of all new subscriptions.

In an innovative partnership with a Brazilian newspaper, Ronald grew the subscription of *PCW* by 50% in just 45 days. A major source of competition for IDG Brazil's publications are the country's dailies which publish weekly IT supplements. A free subscription to *PCW* was offered with every subscription to the *Diário do Nordeste*, which does not have its own technology supplement. Ronald hopes to convert a sizable chunk of these to paid subscriptions at renewal time.

CALENDAR

COMNET '95
January 23-26
Washington, D.C.

IDG GLOBAL SUMMIT
February 23-25
Princess Hotel
Scottsdale, Ariz.

EUROPEAN GLOBAL SUMMIT
May 14-17
Ritz-Carlton Hotel
Barcelona, Spain

COMNET PRAGUE
May 22-24
Prague, Czech Republic

CIO EUROPEAN SYMPOSIUM
June 7-9
Brussels, Belgium

COMNET WARSAW
June 20-22
Warsaw, Poland

ADDRESS BOOK CHANGES

IDG Books Worldwide
(as of November 21)
#919 E. Hillsdale Blvd.
Suite 400
Foster City, CA 94404

tel: 415-655-3000
fax: 415-655-3299

IDG Books Midwest
(as of November 28)
7260 Shadeland Station
Indianapolis, IN 46256

Phone and fax remain the same temporarily:
tel: 317-895-5200
fax: 317-895-4797

Watch this space for new numbers.

NOTEWORTHY

NEW EMPLOYEES

IDG WORLD UPDATE

POMELLA

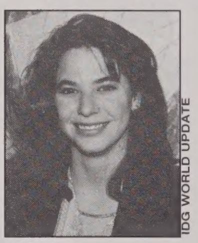
Lyndsey Pomella, previously manager of IDG's Thomas Cook Travel office, has been named to the newly created position of IDG corporate travel manager. Lyndsey has an associates degree in travel and tourism from MacIntosh College and has over 12 years of experience in the travel industry. In her free time she enjoys sailing and skiing.

PC World welcomes **Richard Overton** as a fact checker. Richard has a BA in social science from Boise State University and an MS in journalism from Northwestern University. He enjoys writing, hiking and the arts.

Having worked as a general contractor for IMI for the past year, **Kimberly Ross** is now full-time director of the Custom Publishing Division. She previously held positions at Westar Media Corp. and Southwest Media, Inc. Kimberly studied business, literature and philosophy at Tarrant County Junior College and Southern Methodist University. Outside the office Kimberly volunteers with the Junior League of San Francisco. She also enjoys needlepoint, gardening, films and cooking.

Diana Conover is a copy editor for IDG Books' Dummies Press in Indianapolis, Ind. Diana has been an adjunct professor of anthropology at Butler University, Ball State University and Indiana University/Kokomo. Diana received a BA in anthropology, an MA in American history and an MA in anthropology from Ball State University. In her spare moments she enjoys reading, gardening and attending Native American events.

As group operations coordinator for IDC's Mountain View, Calif., office, **Keren Seymour** will be supporting the Systems, Software and Storage Group. Keren earned an AB in English from Occidental College and is a rock climbing and mountain biking enthusiast.



QUEEN

Dara Queen is group marketing manager for IDC in Framingham. Dara will develop and manage the marketing plan for the Personal Systems and Work Group Applications groups. She has a BS in retailing from Syracuse University and an MBA in marketing from the University of Denver. In her free time Dara is a Pets for People volunteer and an avid skier, scuba diver, rock climber and cook.

IDG WORLD UPDATE

GLINSKI

Computerworld continues to add to its bicoastal roster. **Nicole Glinski** is a sales assistant in the Recruitment Advertising department in Framingham. Previously a sales representative at Shawmut Bank, Nicole holds a BA in media from Worcester State College and enjoys most outdoor activities including bicycling.

MOLNAR

In Burlingame, **Colleen Hirner Molnar** has signed on as a sales assistant working with District Manager **Lisa Kowal-ski**. Previously Colleen was a shareholder services representative at Franklin Resources. She earned a BA in psychology from the College of Notre Dame in Belmont, Calif., and enjoys sports and travel.

WEBER

Also new to the Burlingame office is Operations Assistant **Catherine Weber**, who is currently completing her senior year at Sonoma State University where she is pursuing a liberal studies degree. Catherine enjoys swimming, running and reading when she's not working or studying.

InfoWorld welcomes four new employees. As a test developer, **Tom DeBry** is a will be testing application development tools. When he's not in the office, Tom enjoys spending his time rollerblading, weight training, mountain biking and skydiving.

Nancy Dillon is an editorial assistant responsible for compiling news budgets, general office administration and art research. She has a BA in English from the University of California/Los Angeles and enjoys mountain biking, reading, travel and volunteer work.

Previously a financial analyst for DHL Airways, Inc., **Sylvia Werthman** is an account manager. She received a BS in business administration/finance from California Polytechnic State University/San Luis Obispo. She enjoys playing City League softball, camping and other outdoor activities.

John Caffrey has joined *InfoWorld* as networking section editor. John comes to the company from VNU Business Publications in London where he served as editor. John has an MA in French from the University of St. Andrews in Scotland.

IDG WORLD UPDATE

POWERS

Network World welcomes **Eric Powers** as an IS support specialist. Eric has a BS in computer science from Framingham State College and most re-cently worked as a technical support en-gineer for KRONOS, Inc. Outside the office, Eric plays guitar and keyboard, enjoys sports and dabbles in computer programming.

MARPLE

Julie Marple is Infotainment World's new trade show and events manager. Julie will be responsible for all of IFTW's corporate events including the Electronic Entertainment Expo. She has a BS in business and psychology from Oklahoma State University and enjoys backpacking and tennis.

ANNIVERSARIES

EIGHTEEN YEARS
Claudiney Santos - IDG Brazil

SEVENTEEN YEARS
Shirley Horrocks - IDC U.K.

SIXTEEN YEARS
Diane Utano - IDG
Laura Kunzmann - IDG Germany

FOURTEEN YEARS
Sue Perry - Computerworld
Karen Weston - IDC

THIRTEEN YEARS
Sylvia Steir - IDG Germany

TWELVE YEARS
Dennis McLeod - Macworld
Pat Murphy - IDG Central Services
Niki Stranz - Macworld

ELEVEN YEARS
Birgit Götz - IDG Germany
James Connolly - Computerworld

TEN YEARS
Christopher Glenn - Computerworld

NINE YEARS
Carol Person - Macworld
Andrea Kühler - IDG Germany
Klavs Andersen - IDG Denmark

EIGHT YEARS
Marianne Kraus - IDG Germany
Bonnie O'Connor - IDG World Expo

SEVEN YEARS
Sabine Daehn - IDG Germany
Nathalie Benhaim - IDG France
Nikki Manning - IDG France
Victoria Gonin - Computerworld
Anne Ryder - InfoWorld

FIVE YEARS
József Nemess - IDG Hungary
Ugur Geylani - IDG Turkey
Peter Gillemo - IDG Sweden
Henrik Meerburg - IDG Sweden
Elizabeth Heichler - Int'l Publishing Services
Chip Zaborowski - IDG World Expo

FOUR YEARS
Jorge E. Garrido - IDG Argentina
Maria Lanzilotti - IDG
Constantino Cialfi - IDG Italy
Lars Johnsson - IDG Sweden
Beverly Davis - Network World

THREE YEARS
Kelvin Gee - Macworld
Kristen Farese - IDG
Gabriella Meijnckens - IDG Netherlands
Selma Akinay - IDG Turkey
Emanuela Teruzzi - IDG Italy
Juliana Caurio - IDG Brazil
Jonas Höglund - IDG Sweden
Mats Hultgren - IDG Sweden
Walter Manninen - CIO
Marion Bauer - IDG Germany
Michael Siggins - CIO
Peter Græbe - IDG Denmark

TWO YEARS
Mihály Sipos - IDG Hungary
Manuel Guerra - IDG Spain
Marcelo Feitosa - IDG Brazil
Toni Clayton - Network World
Laura Mascharka - Network World
Edward Julian - IDC
Pamela Murray - Federal Computer Week

ONE YEAR
Andrea Zurek - Computerworld
Wee Liang Toon - IDG Singapore
Mikael Monzon - IDG Sweden
Carl Strolle - Advanced Systems
Todd Simms - IDG Central Services
Paula Redden - IDC

BUYING IT

continued from page 1

for our clients— high tech marketers — to gain insight into the buying patterns of their customers."

The survey, conducted by Griggs-Anderson Research, was based on telephone interviews with more than 2,400 customers. These were enriched with disk-based interviews with 1,641 computer buyers and users in home and work environments. Respondents answered questions about how they perceive their current brands and others they are considering in eight product categories: desktop PCs, portable PCs, spreadsheets, word processors, databases, software suites, laser printers and ink jet printers. From these questions emerged the IDG Brand Power Index, a single number assessment of the strength of a particular brand.

The Brand Power Index is based on a combination of the following measures of brand strength:

- Price premium (willingness to pay more for current brand),
- Customer commitment (re-purchase intent for current brand),
- Advocacy (willingness to take a strong stand if their managers wanted to invest in another brand).

Another part of the study examined why users prefer the brands they do and which attributes matter the most to whom. For home users, reliability and high performance were most important. Ease of use, commonly thought to be critical to home buyers, didn't have any impact on the buyer's view of the brands.

Workplace preferences

Reliability and high performance were key considerations for managers in addition to how well the product works on a network and how widely the product is used. IS professionals consider high performance by far the most important factor, twice as important as ease of getting the product up and running and almost four times as important as low price.

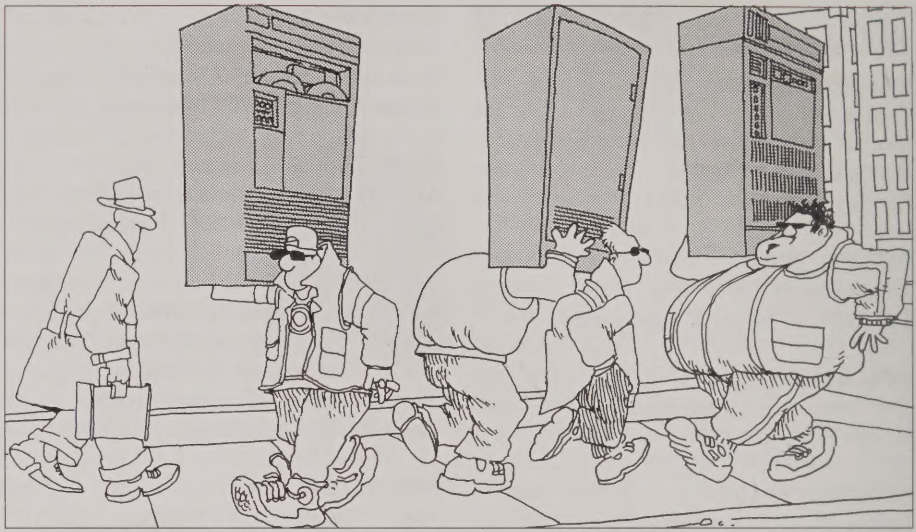
"This latest research fits in our core strategy to position IDG as the company that's the most knowledgeable about technology marketing and marketing globally," Horan said. "In the past few years, we've conducted over 7,000 interviews that have addressed issues that concern marketers most. Having this kind of knowledge allows IDG to suggest solutions to companies' marketing problems that enable us to gain a disproportional share of their business."

More than 400 people attended the complimentary *Buyers and Your Brand* presentations in San Francisco, Boston and New York City; sessions in Salt Lake City and Austin, Texas have been added. Client-specific presentations have already been conducted at Novell and Zenith Data Systems and more are planned. As with the earlier "Buying IT" studies, attendees receive a summary of the results.

Unlike previous installments, the Wave V study is being aggressively marketed via advertisements in high technology marketing publications; individuals can request a free copy by calling 1-800-IDG IS IT.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Tania Evans will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pencils and sharpeners.



"Despite recent advances in miniaturization, 60% of all men still think size is important."

- Tania Evans
IDG Australia

HONORABLE MENTIONS:

"Tonight on 60 Minutes, 'Mainframes on Main Street: When Techies Go Bad.'"
- Scott Tharler
PCW Newsletters

"Always seeking inspiration, hardware designers look to the streets for ideas for a new mainframe line."
- Elana Varon
Federal Computer Week

"Only in America!"
- Jon Lesjak
IDG Australia

"Once again, Big Blue misses the mark in designing a portable computer."
- John Pescatore
IDC Government

"Cyberspace Boom Box."
- Simon Salamon
LINK Resources

"Portables — 50% Discount."
- Stig S. Sørensen
IDG Denmark

"21st-century TechnoFlunks, as they call themselves, revolt against the times and embrace upsizing in their quest for the ultimate in music digitalization."
- David Kellar
IDC Japan

"Gee, and I thought my laptop was heavy."
- Caroline Michel
IDC

"The Sony/IBM merger produced the popular Mainframe Sonic Boom Box and an outbreak of Compressed Shoulder Syndrome."
- Mitch Betts
Computerworld (Washington, D.C.)

Rich Tennant's Original Caption:

Mainframez 'N the Hood

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 24, Number 49

December 5, 1994

OBJECT WORLD/GERMANY DOUBLES PREVIOUS ATTENDEE AND EXHIBITOR FIGURES
PAGE 2

PC WORLD ECUADOR PRIDES ITSELF ON OFFERING LOCAL SOLUTIONS TO IT MANAGERS
PAGE 4

OFFSITE: IMI'S CHRIS TACY TAKES SOCIAL CLIMBING TO NEW HEIGHTS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Japan Tests the Waters with *Open World* Publication

IDG Japan is using an innovative concept to test market demand for a new publication. This month the company will release the second issue of the first *Open World* "mook" — a publication that combines many attributes of a magazine and a book.

Open World
12

The mook, originally launched in October, provides a valuable opportunity to gauge reader feedback and advertiser interest while hedging financial risk, according to IDG Japan President **Kozo Hiramatsu**. The benefits of publishing *Open World* as a mook rather than a magazine include the flexibility of frequency, additional advertising and permission to bundle CD-ROMs with the publication — a practice that Japanese regulations do not permit with magazines, Hiramatsu added.

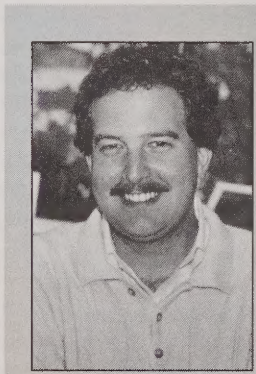
The 236-page *Open World* mook targets middle managers interested in departmental as opposed to corporate computing, and contains features and editorial on departmental client/server

•CONTINUED PAGE 4•

First Multilingual Employee Survey Draws Record Return

63% of non-U.S. employees participate in 1994 survey, which was offered in German, Spanish, French and English versions

Following in the record-breaking footsteps of their U.S. counterparts, an unprecedented number of employees at non-U.S. business units stood up to be counted in this year's International Employee Survey. The high response rate — 63% — is at least in part attributable to the fact that the survey was, for the first time, translated into German, Spanish and French, the three most commonly spoken languages among IDG business units after English.



> *"The data collected from these surveys provides IDG's Corporate Support Center with many opportunities to work more effectively with the business units, and we hope the same will be true for us."*
>
> **Tom Mathews**

In another first this year, the survey was conducted by IDG's Corporate HR Department. According to **Tom Mathews**, director of corporate/international HR programs, his group has been working closely with a number of overseas units and is continuing to look for new ways to be of service. "The data collected from these surveys provides IDG's Corporate Support Center with many opportunities to work more effectively with the business units, and we hope the same will be true for us," Mathews said. For example, explained Mathews, "if one unit reports they are having compensation problems, then maybe we can get them some compensation survey data for their location. Or we may be able to help a business unit negotiate with local insurance companies or even find the best vendors. We can also

•CONTINUED PAGE 7•

IN BRIEF

CW/PCW Colombia Journalist Enters the Winner's Circle

A VICTORIOUS ORLANDO GOMEZ (LEFT) IS JOINED AT THE *awards ceremony by honorable mention winner Sara Gallardo, IDC Colombia Director* **Carlos Villate** *and CW/PCW Colombia Director* **Ciro Villate**.

Computerworld and *PC World Colombia* journalist **Orlando Gomez** was recently honored by the Colombian Information and Telecommunications Chamber and the Bogota Journalism Circle. Gomez's article, "Users Interfaces," won first place in the magazine category of the prestigious IT Journalism Awards, which recognize journalistic contributions to the development of the IT industry.

Object World Germany Tops Previous Show in All Areas

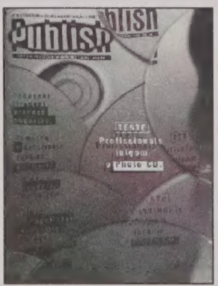
ROBERTO ZICARI, *chairperson, Object World Germany; Bill Hoffman, president, Object World; Philippe Kahn, keynote speaker and president, Borland; and* **Gunnar Küchler**, *vice president/ Europe, IDG World Expo, demonstrate a show of solidarity at Object World/ Germany.*

Heeding the marketing theme to "Get Real," a record number of exhibitors and attendees focused on real-world applications of object technology at Object World Germany. Held in Frankfurt, Sept. 27-29, the show attracted more than 800 attendees and 49 exhibitors, twice that of last year's inaugural show. In addition, the exhibition area was 135% larger than the '93 event.

Object World Germany is a partnership of IDG World Expo, the Object Management Group (OMG) and LogOn Technology Transfer GmbH.

Highlights of the show included the first German version of the Object Applications Awards, a program that recognizes users who have successfully implemented object technology to solve business problems. Among the press announcements were Daimler-Benz's decision to be the first German conglomerate to join OMG and IBM's first European strategy briefing on IBM's Global Object Strategy.

Publish Brasil Lures Advertisers with Cover Contest



"Every art director is a little artist too." Taking to heart the words of the art director at one of Brazil's largest ad agencies, *Publish Brasil* has hit upon a unique way to ensure distinctive top-quality cover art while generating great publicity for the magazine.

Since its launch in 1990, each cover has featured the work of a different agency. *Publish* editors approach art directors with the topic of the cover story and the agencies create a design. The idea has become so popular among Brazilian ad agencies that *Publish* selects only top organizations and has a waiting list for interested parties.

"The response from the agencies has been very good, because it's a promotion for them too," said *Publish* editor **João Carlos de Brito**. "Now our readers always want to know who will create *Publish*'s next cover. It's like its own mark, its personality."

Occupying a unique niche in the Brazilian market, *Publish* has a circulation of 20,000, and is sold on newsstands as well as by paid subscriptions.

The November/ December issue runs 92 pages with over half carrying advertising.

ON LINE

PAT McGOVERN

IDG's chairman is this week's columnist.

Q IDG writers' and analysts' opinions can have an effect on the price of a particular company stock. Are there policies in place that avoid the appearance of a conflict of interest in case an analyst or writer owns stock in a company he or she is analyzing?

A IDG's Employee Handbook covers this situation in the "Conflict of Interest" section. It says, "All employees are expected to conduct their business affairs with the highest standards of integrity, so that no conflict of interest exists or can be reasonably implied or construed to exist. A conflict of interest is any direct or indirect financial interest in a customer, supplier, or publishing subject on the part of the employee or the employee's immediate family, that might reasonably affect the employee's judgment or decisions exercised on behalf of the company. As with any form of improper conduct, conflicts of interest may result in disciplinary action, including termination of employment." The key basis of IDG's success is the well-deserved trust that users of our information have in its objectivity and integrity. So, we take the conflict of interest very seriously.

Given that Ziff-Davis' publishing operations have been sold to Forstmann Little, which in all probability will resell them, do you foresee the possibility of IDG acquiring any of the Ziff titles down the road?

Our practice has been to start new publications whenever possible rather than acquire them. This best serves our "promote from within" policy by allowing the members of the IDG team to have first preference on the new job opportunities that the launch creates.

We have occasionally made acquisitions when we would like to consolidate a competitor's publication into an existing IDG publication, or where a publication has a well-entrenched position that would be more economical to buy than to overcome. There are some publications in the Forstmann Little publishing group which we would be interested in acquiring to consolidate with our existing titles when this opportunity becomes available.

Is it fair to say that Lotus Notes is replacing the GE BusinessTalk system as the preferred company-wide E-mail system?

According to [International Publishing Services President] **David Hill**, the move to Notes is being driven from the bottom up. We discovered that many IDG business units around the world either have already implemented Notes or are experimenting with it. One was the IDG News Service, which has a Notes application in place. So, we asked International Publishing Services to look at the feasibility of implementing Notes communications worldwide.

Based on work with dozens of IDG business units, David Hill and his staff recommended that we implement Notes as IDG's primary communications software. A Notes-based system is highly decentralized like IDG. The IPS staff is developing a variety of ways that each business unit can connect to the IDG network. This leaves independent business units free to design their own systems and control their own costs.

The current BusinessTalk system is already interfaced with Notes so that people on the two different systems can exchange mail transparently. We expect that over the coming months most business units will move toward Notes and away from BusinessTalk. However, IDG will maintain the BusinessTalk system for as long as necessary for a smooth transition so that there is no break in communications or distribution of common resources.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

____

____

____

____

SPOTLIGHT

PCW Ecuador Offers Local Solution to IT Managers

IDG WORLD UPDATE

THE STAFF OF PCW ECUADOR PRODUCES A MAGAZINE THAT CHALLENGES THE *competition and caters to a local audience. (L-R:) Executive President* ***Rafael Roldán****, Managing Director* ***Orlando Buitrón****, Sales Manager* ***Rocío Echanique****, Editorial Manager* ***Paulina Paredes****, Assistant to the President* ***Vania Cadena****.*

Business unit: Ediworld Cia. Ltda. (IDG licensee, formerly known as Ecuasistem)
Location: Quito, Ecuador
Contact: Rafael F. Roldán

When was your company established and in what year did your affiliation with IDG begin?
In 1979 Ediworld Cia. Ltda. was established and we began publishing *Computacion Revista Iberoamericana*. In February 1992 we signed a license with IDG and in April of that year we changed *Computacion* to *PC World Ecuador*. We include information from *PC World U.S.* for the New Products and International News sections as well as for the cover story.

How many employees work at your business unit? 20

Why were you interested in forming a relationship with IDG?
We were attracted to IDG because of the information support IDG provides to its companies and the importance of IDG operations around the world.

What sort of competition do you face in the IT publishing arena?
Our major competitor is *PC Magazine*. In contrast with that publication, *PC World Ecuador* is edited and published locally and thus tailors its news and editorial specifically to the local readers.

What is the full range of your work?
We organize Compu, the International Trade Show of Computer Science and Telecommunications, the largest annual event in Ecuador for IT companies. At the National Informatic Convention, a series of conferences for professionals and students of computer science, we have a training center dedicated to subscribers of *PC World*.

We have also signed an agreement with Visa Banco la Previsora for the PCW Visa Card, which allows our subscribers discounts on IT products when purchased from participating dealers.

What is the greatest challenge your business unit faces?
Growing the number of real subscribers to 10,000 and recruiting 40 pages of advertising each month. We can achieve these objectives as a result of our relationship with the 120 computer companies that are offering special discounts in *PCW Ecuador*.

IDG JAPAN

continued from page 1

computing. The publication represents a collaboration on the part of the staffs of IDG Japan's existing titles. Editors of *Sunworld* and *Computerworld* and the advertising staff of *Sunworld* worked together to produce the mook.

Sold only on newsstands and at bookstores, the mook has an initial circulation of 26,000. "Our publication schedule depends on ad sales and reader reactions," said Hiramatsu. "It is still early to evaluate readers' reactions to the first issue but a number of advertising clients have already booked through the third issue."

If ad revenues and sell-through remain high, IDG Japan will continue to increase the frequency of *Open World*.

A GUIDE TO UNRAVELLING THE MYSTERIES OF THE MOOK

	Magazine	Mook
Frequency:	**periodical**	**irregular***
Ad revenues:	**yes**	**yes**
Subscription:	**yes**	**no**
Distribution:	**both at bookstores and newsstands**	
Distribution category:	**magazine**	**book**
Shelf life:	**short**	**long**
CD-ROM bundling:	**no**	**yes**

***Depends on ad sales and reader feedback.**

IDG Job Opportunities Update
Monday December 5, 1994

SENIOR ACCOUNTANT (IDG)
Ideal candidate should have the ability to analyze financial statements and supervise the closing process for four companies. 5-8 years experience required. BA/BS degree in Accounting plus supervisory experience necessary. Excellent Lotus skills essential.

HUMAN RESOURCES MANAGER (IDG)
IDG is looking for an experienced professional to manage the HR function at World Expo Corp. Candidate will be responsible for developing and implementing HR programs and processes. Knowledge of the HR functional areas is necessary. Excellent time and project management skills essential. Strong organizational and process consulting skills are desired. 6-8 years HR generalist experience required.

ADMINISTRATIVE ASSISTANT, MARKETING (IDC)
Candidate will provide administrative support to the Group Marketing Manager and be responsible for database management, correspondence, mailings and collateral layout. Organizational skills and attention to detail a must. Mac proficiency with layout and presentation knowledge essential.

SENIOR ANALYST, COMMERCIAL SYSTEMS (IDC)
The Commercial Systems and Servers service is expanding its coverage of the LAN server market. This position requires writing about key server product announcements, analyzing user survey data and supporting day-to-day contact with clients. Writing and analytical skills are necessary. BA/BS degree required. 5 years experience tracking IT industry trends preferred.

GRAPHIC DESIGN SPECIALIST (IDC)
The individual in this position will be responsible for assisting in design and production of marketing collateral (promotional newsletters, invitations, and direct mail), assisting in preparation of Briefing Session presentations, and supporting the conference registration system. Creative design skills are essential. Macintosh proficiency including Word, Quark, Illustrator, Persuasion and Deltagraph required. Editorial skills and attention to detail necessary.

COPY CENTER ASSISTANT (IDC)
This position provides support to the Copy Center Operator. Duties include copying print orders, distributing faxes and providing service to copiers and fax machines. Individual must be able to lift 50 lbs. Office experience helpful.

RESEARCH ANALYST (IDC PRAGUE)
IDC is seeking a Research Analyst for its East Europe Center in Prague, Czech Republic. This is a full time position with a minimum 2 year commitment. This position entails extensive research work, writing, consulting and presentations. Additional travel throughout Eastern Europe is required. Background in IT necessary. Foreign language skills essential.

TELEMARKETING SALES MANAGER / MARKETPLACE (CWI)
The individual in this position will manage and solicit advertising for Computerworld's marketplace section from new and existing advertisers. Individual must be highly organized and motivated with excellent presentation and communication skills. Candidate should have a successful sales track record, and possess sales management experience.

EDITORIAL MANAGER (IDG/B)
The individual in this position will manage editorial acquisitions activity, evaluate editorial quality of selected proposals, assign project editors to newly signed titles, and provide beta software test sites. Candidate will represent the editorial department at sales conferences, and manage the preparation, revision and distribution of tip sheets. Duties will also include allocating project resources, reporting project status, troubleshooting, production schedule issues and developing budget projections. 5-7 years publishing experience required.

EDITORIAL DIRECTOR, CUSTOM PRESS (IDG/B)
Ideal candidate will manage all editorial activities; shape, plan, develop editorial program, maintain schedule integrity, develop strong author sources and enhance positive author relationships. Responsibilities will also include coordinating the progress of all editorial functions, and participating with editorial, marketing, business and production managers in developing editorial plan schedules.

MANAGING EDITOR, CUSTOM PRESS (IDG/B)
Candidate will coordinate the progress of all editorial functions in fulfillment of the overall publishing plan. Individual will participate with the editorial, marketing, business and production managers in developing editorial plans and schedules. Duties will include overseeing department budgets and personnel requirements.

IDG Job Opportunities Update
Monday December 5, 1994

ACQUISITIONS MANAGER. CUSTOM PRESS (IDG/B)
Candidate will be responsible for managing all aspects of sourcing and signing new titles, authors and managing relationships with major computer SW/HW manufacturers and other IDG publications. Strong communication, project management, negotiating and hiring skills necessary. A minimum of 3 years acquisitions management experience necessary. Excellent organizational skills essential.

ACQUISITIONS EDITOR, CUSTOM PRESS (IDG/B)
Candidate will be responsible for managing all aspects of sourcing and signing new titles, authors and managing relationships with major computer SW/HW manufacturers and other IDG publications. Communication, project management, negotiating and hiring skills are necessary. A minimum of 3 years acquisitions management experience preferred.

BRAND MANAGER, CUSTOM PRESS (IDG/B)
Candidate will be responsible for coordinating the flow of marketing information between the individual business unit and central services. Individual will create product plans, determine market needs, participate in pre-sales planning, generate marketing materials and maintain contact with authors and bookstore customers. College degree plus a minimum of 3 years managerial experience in the book publishing industry required.

PROJECT EDITOR, CUSTOM PRESS ((IDG/B)
Ideal candidate should be a skilled editor of technical computer manuscripts and be able to manage and guide authors, manuscript editors, technical editors, copy editors and proofreaders. Knowledge of the computer industry is essential.

COPY EDITOR, CUSTOM PRESS (IDG/B)
The individual in this position will be responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. Word processing experience required. Degree in English or related field required. Book publishing experience preferred.

PUBLISHER, MACWORLD PRESS (IDG/B)
Candidate will be responsible for all aspects of the business P & L, including development and positioning of our lines, and managing relationships with magazine and HW/SW manufacturers. 3-5 years experience in the Macintosh book market desired. Demonstrated ability to develop new start up ventures desired. Management experience a plus.

EDITOR IN CHIEF, MACWORLD PRESS (IDG/B)
Successful candidate will manage all editorial activities from concept to acquisition to development. Individual will shape, plan and develop editorial program, maintain schedule integrity, develop strong author sources and enhance positive author relationships. Strong Mac product knowledge required. Experience in Macintosh book or magazine, SW/HW market preferred.

SENIOR EDITOR, MACWORLD PRESS (IDG/B)
The individual in this position will develop and acquire manuscripts for the Macintosh market. Responsibilities include evaluating scripts and developing project guidelines and schedules. Duties will also include consulting with authors on content, style and format. Candidate will direct copy editing, design and production efforts.

ACQUISITIONS EDITOR, MACWORLD PRESS (IDG/B)
The Acquisitions Editor will manage all aspects of sourcing and signing new titles and authors Duties will include managing relationships with Mac SW/HW manufacturers and other IDG publications. Excellent communication, project management, relationship development, negotiating and hiring skills are necessary. 3+ years acquisitions management experience required.

BRAND MANAGER ,MACWORLD PRESS (IDG/B)
Candidate will be responsible for coordinating the flow of marketing information between the business unit and central services. Individual will create product plans, determine market needs, participate in pre-sales planning, generate marketing materials, create special promotions and maintain sales/marketing contact with authors and bookstore customers. 3+ years experience in the book publishing industry preferred.

CIRCULATION ASSISTANT (PCW)
Candidate will assist in all aspects of magazine circulation. Responsibilities include managing and reporting postage usage, maintaining invoice logs, maintaining accurate label and shipping records, filing of circulation reports and maintaining audit records. Excellent communication and organization skills required. Knowledge of Word and Excel for Windows preferred.

CIRCULATION COORDINATOR (PCW/NC)
The individual in this position will be updating essential management reports that indicate how profitable the products are and helping to develop new opportunities. Excellent analytical abilities are necessary. The ability to work in a fast-paced, deadline intensive environment is a must. A minimum of 2 years in a direct response environment required. BS in accounting and/or an accounting background preferred.

IDG Job Opportunities Update

December 5, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Human Resources Manager	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	S. Reinfeld	(5080935-4423
IDG	HRIS Systems Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Associate / Human Resources Analyst	Framingham, MA	T. Mathews	(508)935-4710
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Assistant Show Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Conference Telesales Manager	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Director, International Sales	Framingham, MA	K. Fantoni	(508)935-4531
WEC	VP & General Mgr., IT Desktop	Framingham, MA	K. Fantoni	(508)935-4531
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	K. Fantoni	(508)935-4531
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	VP Sales / Ad Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Senior Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Senior Analyst, Commerical Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	Copy Center Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Associate Research Analyst, P-3	New York, NY	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Technology	New York, NY	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	K. Fantoni	(508)935-4361
IDC/G	Research Director	Falls Church, VA	K. Fantoni	(508)935-4531
IDC/G	Vice President, Research	Falls Church, VA	K. Fantoni	(508)935-4531
CWI	Telemarketing Sales Mgr. / Marketplace	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Senior Sales Representative - Display	Irvine, CA	R. Espinoza	(415)347-0555
CWI	Sales Assistant	Irvine, CA	L. Lehane	(415)347-0555
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	Syndicated Research Specialist	Burlingame, CA	L. Lehane	(415)347-0555
CWI	VP/General Mgr., Electronic Media	Framingham, MA.	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Analyst	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	P/T Department Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporters / Senior Writers (3)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

December 5, 1994

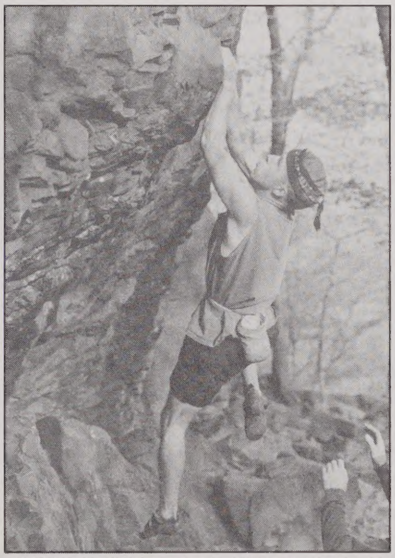
Division	Title	Location	Contact Mgr.	Phone
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	Los Angeles, CA	P. Levenduski	(415)655-3015
IDG/B	EVP Sales & Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Admin. Asst. to VP, Business Dev.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Senior Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)655-3015
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Contract Administrator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	Foster City, CA	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Circulation Assistant	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/Edit.	Senior Associate Editor	Boston, MA	L. Connolly	(508)935-4791
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW/NC	Editor (2)	Boston, MA	J. Welp	(617)422-8038
PCW/NC	Production Assistant	Boston, MA	J. Welp	(617)422-8038
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Director of National Accounts	Natick, MA	S. Ginenthal	(415)978-3203
MAC	National Accounts Manager	San Francisco,CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Circulation Assistant	San Francisco, CA	K. Gee	(415)978-3146
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
IMI	Ad Billing Coordinator	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Sales Representative / E2	San Mateo, CA	J. Sheperd	(415)286-2530
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Art Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Book Editor / Book Div.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Project Editor / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Regional Manager / GamePro	Los Angeles, CA	J. Sieling	(415)286-2515
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536

OFF SITE

IMI's Chris Tacy Scales New Heights

Integrated Media's **Chris Tacy** is the kind of person that people look up to. Not only is he a nice guy, but as a sponsored rock climber and a certified competition route setter, he spends a lot of his free time above ground level. When he's not looking at the world from a precarious vantage point, Chris is director of technological development for *Publish* and *Advanced Systems*.

Rock climbing is part of Chris' family heritage. His grandfather was an accomplished mountaineer and showed Chris' mother the ropes at an early age. As a child, Chris pestered his mother to take him with her when she gave climbing lessons, and by the time he turned eight she finally agreed.


CHRIS GAINS A FIRM HANDHOLD TO *begin this ascent in Connecticut.*

While he was growing up, climbing was just one of Chris' many sports interests. However, after a series of injuries on the soccer field while attending Wesleyan University, he began to get more serious about climbing. He took three years off to travel and climb, spending most of his time in Utah and Colorado.

To support his vertical habit, Chris struck up alliances with corporate sponsors. "I sent press clippings, photographs and my climbing resume, went to trade shows and schmoozed heartlessly," Chris said.

It worked. Companies were impressed with his skills and gave him climbing shoes, clothing and pieces of equipment to promote informally out in the field. He's also appeared in advertisements in *Climbing*, *Rock and Ice*, and other publications. In a sport where conventional wisdom holds that the best U.S. climbers must come from the West, Chris said he was a valuable corporate public relations representative "because I was an anomoly — a good climber from the Northeast who actually climbed hard. You get respect in the climbing community when you climb difficult routes. Effort doesn't mean anything unless you climb successfully."

Today, still affiliated with several sponsors, Chris uses his expertise to make life hard for professional climbers who compete in indoor climbing gyms. Using movable plastic holds on the artificial rock wall, he designs anywhere from four to 10 routes, each increasingly difficult, per competition. It takes several days for him to create the routes, and they all have to be tinkered with to make sure they offer the proper level of challenge. On the day of the competition, he uses a detailed map to help him set up the course.

"The hardest part of setting routes is that it's serious physical labor," Chris said. "Creatively speaking, you have a lot of responsibility. People are paying to enter the competition, and the spectators who pay want to see good climbs. It's all riding on your head. You have to come up with good routes consistently."

His recent work has been in the Bay Area, but Chris has traveled throughout the U.S. to set up 10 to 15 competitions a year. In a nod to the approaching holiday, Chris quoted one of his friends on the virtues of route setting: "'You get to play Santa Claus and watch people open their presents.' On the other hand, there's an element of sadism, because you're waiting to see if people will fall!"

IDG France Grows its Own Net Manager

RAJON

Network Manager **Suresh Rajon** of IDG France is living proof of the excellent career development prospects available at IDG offices around the world. Today he is responsible for network administration, troubleshooting local-area network problems and installing client/server software and hardware. When Suresh joined the company 11 years ago, his responsibilities were modest but his goals were high.

Born in Sri Lanka in 1963, Suresh came to France in April 1983 and five months later was an entry-level employee in IDG France's mail room. "In 1984 I wanted to improve my position in the company, and I had all the opportunities I needed through IDG," he recalled.

From accounting to networking

Through IDG France's tuition reimbursement program, Suresh started taking accounting courses every night after work and soon became an accounting assistant."When we became computerized, I discovered I really liked technology," Suresh said. "I read all the books about PCs and networks I could find in the office — and you can imagine how many there were!"

When his division closed as IDG France restructured, Suresh decided to gain more technical knowledge and become a network manager. He took three months worth of courses through Novell and passed his exams last June to become a Novell certified network engineer. All his colleagues are very proud of him and everybody at IDG France appreciates Suresh's talent, knowledge and great sense of service.

*Thanks to **Didier Krainc** of IDG France for contributing this story.*

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

RECENTLY PROMOTED EDITOR JOHN DIX *(l) and Senior Vice President/ Editor-in-Chief* ***John Gallant*** *will guide Network World's editorial strategy as the publication moves to solidify its position as the leading authority on enterprise network computing.*

Network World has capped a flurry of recent promotions and new hires in its editorial department by naming **John Gallant** senior vice president/editor-in-chief.

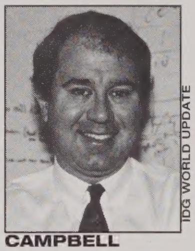
In his new role, John will lead *Network World*'s overall editorial strategy on all fronts — from the publication itself to alternative media and the development of new products. A key aspect of John's new responsibilities will be to increase *Network World*'s visibility in the marketplace by positioning the company as a leading industry and editorial authority.

In addition, John will work closely with *NW* President **Colin Ungaro** and the company's Special Projects group to develop new products including online services, new publications and possible acquisitions.

"The recent promotion of **John Dix** to editor and the addition of new editors will allow John [Gallant] to spend more time in these areas and work more closely with me and the entire *Network World* management team to help increase the long-term asset value of the company by better integrating the editorial function into our business strategies," said Ungaro.

"When all is said and done, *Network World* is only as good as the products we produce, so it is imperative that we constantly focus our attention on improving and growing the franchise with the best editorial content — whether that be in the publication, an online service or a seminar series," Ungaro added. "John has proven his ability as a savvy strategist, and he will continue to serve as an integral member of *NW*'s strategic management team."

NEW EMPLOYEES


IDG WORLD UPDATE

CAMPBELL

IDC welcomes a host of new employees. **Ian Campbell** has signed on as a research director, managing the Workgroup and End-User Computing Service. Ian earned a BS in computer science from Northwestern University and an MBA from Babson College. His outside interests include flying, scuba diving and skiing.

As a desktop publishing specialist **Timothy Larkin** will be responsible for the design and production of collateral materials. Tim majored in graphic design at Framingham State College and counts watching the Boston Bruins among his favorite pastimes — "if they ever skate again in my lifetime," he notes.

IDG WORLD UPDATE

DOWLING

Previously a research assistant at the University of Alaska in Anchorage, **Seana Dowling** joins IDC as a survey analyst. Seana has a BA in psychology from College of the Holy Cross and is completing an MS in clinical psychology from the University of Alaska.

Judi Hanse is an administrative assistant at Infotainment World. She is currently pursuing a BA in graphic design at San Jose State University. Judy's outside interests include spending time with friends and family, doing schoolwork and staying healthy.

GIVING TREE PROJECT AIMS TO BRIGHTEN HOLIDAY FOR NEEDY AREA CHILDREN

Once again this year, IDG's Boston-area employees are helping to ensure that hundreds of needy area children and their families wake up on Christmas morning to find Santa has not forgotten them.

Sponsored by the IDG Chairman's Council, the Giving Tree Project is operated in conjunction with the Southern Middlesex Opportunity Council (SMOC), which serves low-income families in the Marlboro, Framingham, Hudson and Holliston areas. Coordinators at each Boston-area business unit have received the names of children along with a list of their most-hoped-for gifts. Employees may purchase one or more gifts, which should be wrapped and identified with the child's name, and brought to the office where they will be collected and delivered to SMOC, which will distribute them to the families.

Last year, IDG employees participating in the Giving Tree Project donated truck loads of gifts and several hundreds of dollars for fuel and the purchase of groceries. Project coordinators include: Nicole Kassel, IDG Corporate Support Center; Michelle Chase, IDG, 5 Speen Street; Dana Miller, IDC, 5 Speen Street; Joan Swarms, PCW Newsletters and PCW/Lotus Edition; Judy Schultz, Computerworld; Joanne Oteri, CW Database Division; Scott Finlay, Network World; Penny Winn, International Publishing Services; Nancy Ferguson, World Expo and ETA; Robin Azar, CIO. Employees at IDG Research, IDG List Services and IMS who wish to participate may contact the coordinator at any participating business unit.

Employees at West Coast business units interested in starting a similar program may contact Dana Miller at 508-872-8200 for more information.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Michael Lowe - InfoWorld

FOURTEEN YEARS
Francois-Xavier Chaussonniere - IDG France

TWELVE YEARS
Richard Ciliberto - Computerworld
Adrian Mello - Macworld
Stephen Josselyn - IDC
Steven Brown - InfoWorld

TEN YEARS
Klaus Uhe - IDG Germany

NINE YEARS
Julien Pottier - IDG France

EIGHT YEARS
Debra Guilfoyle - InfoWorld
Stephen Reynolds - IDC

SEVEN YEARS
Allison Stamm - IDG Research Services
Mary Marshall - CIO

SIX YEARS
Yuen Yeh - InfoWorld
Mary Ann Doolin - IDG List Services

FIVE YEARS
Sharon Chin - InfoWorld
Anne Kaliczak - InfoWorld
Susan Granata - IDG World Expo
Jean Kolak-Mercer - Computerworld
Björn Lorentzl - IDG Sweden
Susan Frankle - IDC
Helen Dragoon - IDC
Sandra Harrington Delaney - IDC

FOUR YEARS
Michaela Pabst - IDG Germany
Stefanie Ferstl - IDG Germany
Thien Gilbert - IDG France
Meryl Salter - IDC U.K.
Fernando Garcia - IDG Spain
Peter Clemente - LINK

THREE YEARS
Suhail Kawar - InfoWorld
Laura Wonnacott - InfoWorld
Nick van Leeuwen - IDG Netherlands
Eva Villalba - IDG Spain
Cristina de Hoyos - IDG Spain
Mar Cabañas - IDG Spain
Donna Deuell - Infotainment World
Rosemary Trettel - IDC
Ellen Sifferlen - IDC

TWO YEARS
Tina Pescaro - IDG World Expo
Toshiro Nishihara - World Expo Japan
William Hatfield - IDG Books
Deborah Lively - CIO
Andreas Grönqvist - IDG Sweden

ONE YEAR
Frances Wong - IDC
Shelly Reimer - Infotainment World
Ananthanarayan Devarajan - IDG Books

SURVEY

continued from page 1

help support them through a variety of training programs such as the Publishing Institute and Senior Executive Forums."

Mathews and HR Rep **Kelly Lynch** worked closely with IDG Research Services President **Kathy Dineen** and Project Director **Mary Ann McAuley** to conduct both the U.S. and international surveys for 1994. "Kathy and her group brought a great deal of survey expertise to the project as well as excellent consulting and survey processing contacts," said Mathews. "Overall, we were able to better support the survey process by protecting the anonymity of respondents, adding HR professionalism and producing a higher quality product for our customers — the IDG employees."

The survey sent to international offices is essentially the same survey used in the U.S., with U.S.-specific questions related to benefits, training and compensation altered for the local markets. "The factors, or major categories, are exactly the same," noted Mathews, adding, "this helps us review consistency and general worldwide themes in the data."

One question, not included in this year's U.S. survey (although it will most likely be added next year), asked employees in the international offices what they valued most about working at IDG. "The responses were very similar around the world, and given the diversity of the respondents, that surprised us," noted Mathews. IDG's 10 corporate values dominated the themes in the responses which included comments such as:

- Independence, autonomy and freedom to be creative and do my job.
- Team spirit and talent of colleagues.
- Personal growth potential and the growth potential of my business unit.
- IDG's global reputation as the world leader in providing information services on the IT industry.
- Excitement of being at the leading edge of technology.
- Commitment to producing the highest quality product.
- Our success in assisting clients to be successful and meeting their needs.

"IDG's overall survey process is going wonderfully as measured by the increase in the response rate," concluded Mathews. "The true value to employees, the business units and IDG comes through the discussion around and throughout this process, the development of action plans, and most important, the follow through on the action plans."

ADDRESS CHANGES

The Computerworld Database Division and Response Technologies, Inc. have moved to a new building. Both companies are located at:

500 Old Connecticut Path
3rd Floor
Framingham, MA 01701

CW Database Division
Tel: 508-872-2700
Fax: 508-626-3654

Response Technologies
Tel: 508-626-1700
Fax: 508-626-0027

CELEBRATING 10

Frank Cutitta

HOME: Wayland, Mass.

JOINED IDG: September 1984, as Eastern advertising manager International Marketing Services, CW/Communications, Inc.

TITLE: President, IDG International Marketing Services

JOB ENTAILS: Management of sales and support staff responsible for the advertising generated from U.S.-based IT vendors and placed into the 222 IDG publications in 65 countries.

BEST PARTS OF THE JOB: The opportunity to work directly with so many social and business cultures and sharing these experiences with the fantastic IMS/U.S. team.

LATEST ACCOMPLISHMENT: Working on the team that produced the IDG International Marketing Kit and IDG Global Navigator CD-ROM.

CAREER HIGHLIGHTS: The launch of *PC World USSR*; and serving as a press liaison at the first Reagan/Gorbachev Summit in Moscow.

MOST MEMORABLE/FUNNY-IN-RETROSPECT MOMENT: The 30 "missing ads" in the launch issue of *PCW/USSR*. Very long story, happy ending.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? In this industry 10 years is at least 10 generations (or four gatefolds on the IDG corporate brochure), so I thought it doubtful.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: Being a part (whether large or small) of every international launch over the past 10 years. Doing things I never, ever dreamed I was capable of, in places I never dreamed I would be.

FRANK CUTITTA (R) JOINS IDG CHAIRMAN PAT McGOVERN FOR *dinner in honor of his 10th anniversary with IDG.*

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: By offering me an even more challenging project ....while buying me dinner at the restaurant of my choice!

INTERESTS OUTSIDE THE OFFICE: Food and wine, fishing, "serious" cooking, Philadelphia sports teams, birding, book-collecting, cruising the Net.

MOST REWARDING THING YOU'VE EVER DONE: Along with being a father, it had to be right after college when I was a junior high school special education teacher and principal.

DREAM DESTINATION: At home with my family in Wayland for about two weeks doing absolutely nothing but the things listed above in "outside interests."

MANAGER'S PROFILE: Frank's commitment to continually provide the best service to IDG's clients on a global level has been the cornerstone to IMS's success and to making IDG's international and global services the best in the world. He is truly IDG's global pathfinder.

— *Kelly Conlin, president, IDG*

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan-Bonfantino
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 24, Number 50
December 12, 1994

IDG WORLD EXPO LURES TOP WESTERN IT PLAYERS TO INVEX SHOW IN CZECH REPUBLIC
PAGE 4

IDG NORWAY CLOSE TO DEAL WITH SAS FOR ON-BOARD DISTRIBUTION OF CW NORGE
PAGE 5

IDG AUSTRALIA ORCHESTRATES A TURNAROUND AT PC WORLD
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC Gains Foothold in Largest Middle East IT Market

(L-R) NISSO COHEN, DOUG MCLEOD *and Israel Pelled negotiated the deal to give Israel's high-tech exporters access to a wide range of IDC resources.*

The opening of IDC Israel in Tel Aviv last month has given IDC a presence in the largest IT country market in the Middle East.

In addition to making available all of IDC's worldwide research products, IDC Israel will conduct a wide variety of research, including an analysis of the local PC and systems/servers business, quantification of information technology market size and an Israeli version of IDC's 1995 Global IT Survey.

• CONTINUED PAGE 8 •

CW Launches Ambitious Effort to Identify Leading Global IT Users

Five-month Global 100 project will leverage the worldwide resources of IDG and IDC

IDG WORLD UPDATE

COMPUTERWORLD'S INTREPID GLOBAL 100 TEAM INCLUDES (FROM LEFT): EDITOR *of Special Projects* ***Bruce Rayner****, Design Director* ***Tom Monahan****, Managing Editor of Special Projects* ***Joyce Chutchian-Ferranti*** *and Research Director* ***Bob Fink****.*

In what will be the first significant attempt to marshal the global resources of an entire IDG product line, *Computerworld* U.S. is spearheading a project to identify 100 leading users of information technology worldwide. These global IT pioneers will be profiled in a special magazine supplement polybagged with the May 1 issue of *Computerworld* and published simultaneously by *Computerworld* publications in almost two dozen countries and in eight languages.

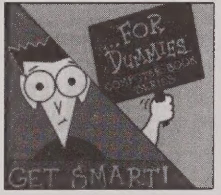
Overall responsibility for the project lies with *CW* Editor of Special Projects **Bruce Rayner**, who, along with Managing Editor of Special Projects **Joyce Chutchian-Ferranti** and Research Director **Bob Fink**, is currently in the process of identifying these IT pace-setters. "We are hoping to tap the expertise of all

• CONTINUED PAGE 6 •

IN BRIEF

CNBC Spotlights IDG Books' *...For Dummies*™

IDG Books Worldwide, Inc. was the centerpiece of a television segment that aired on CNBC's daily financial program, "Money Tonight," on Nov. 11 and repeated on Nov. 12. The spot examining "dummy marketing" — how companies "are making big bucks by insulting their readers" — focused on IDG Books' *...For Dummies* brand.



A "Money Tonight" producer initiated the idea after he saw a Dummies display in a bookstore window and assumed it was a spoof of some sort. When the bookseller told him the books were flying off the shelves, the producer immediately contacted IDG Books Publicity Manager **Kathy Day** to arrange the segment.

The spot includes interviews with consumers and retailers who sell and market the *...For Dummies* line. When asked about the Dummies phenomenon one person on the street replied, "I don't think they're going to sell very well." (Well, what does she know?) The majority of consumers seem to have overcome any initial discomfort with the Dummies reference and, as the booksellers attested, IDG Books' publications are among the fastest selling how-to titles on the market, with over 12 million copies in print.

Marketing Director **Polly Papsadore** was also interviewed throughout the three-minute piece. She noted that the "All Thumbs", "Cheaters" and "Idiots" books now hitting the shelves are a testimony to the successful formula IDG Books Worldwide originated .

Federal Computer Week Will Adopt A New Paper in '95

Beginning with the Jan. 9 issue, *Federal Computer Week* will be printed on an upgraded paper. The change to Saimatech, a matte coated stock currently used by several other IDG publications including *Computerworld* and *Network World*, represents the latest example of *FCW*'s commitment to delivering the best possible product to the federal IT market.

Saimatech delivers higher-quality reproduction of advertisements; images are smooth and bright, photographs sharp, and colors vivid and crisp.

In addition to these benefits, advertisers will be able to use the same film for *FCW* that they use for other IT books that use coated stocks.

PCW Newsletters Gets Mobile

Joining forces with Mobile Computing Insights, Inc., a California- based consulting company, PCW Newsletters continues its expanding coverage of emerging technology markets. *Mobile Letter*, billed as the insider's guide to mobile commuting and communications, was launched earlier this year by Mobile Computing Insights under the direction of Editor-in-Chief **Gerry Purdy**.

mobile LETTER

This partnership will allow PCW Newsletters to market the product while Purdy and his staff continue to write and publish the monthly newsletter.

With an installed base of over 12 million portable PC users in the U.S., PCW Newsletters has targeted a new and attractive niche, building on the strength of an existing publication led by an expert in the field, according to PCW Newsletters President and Publisher **Craig Pierce**.

"PCW Newsletters is committed to publishing products in cutting-edge computer technology markets," Pierce said. "Not only does *Mobile Letter* reach such a market, but the affiliation with a recognized authority in mobile computing such as Dr. Purdy is a tremendous asset."

PCW Newsletters' marketing initiatives included distribution at Comdex and Mobile World and a direct mail campaign.

A press release announced the new editorial-marketing partnership, and PCW Newsletters recently mailed a market research study to current subscribers to monitor reader satisfaction and likelihood of renewal.

The newsletter has a circulation of 500 and no direct competition.

In an extension of this affiliation, Mobile Commuting Insights will produce the Mobile Insights '95 conference with IDC, slated for Jan. 29-Feb. 1, 1995 in Scottsdale, Ariz.

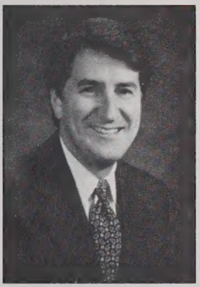
U.K. TELEPHONE CHANGE

Beginning April 16, 1995, the number 1 must be used before most U.K. area codes. However, to give people enough time to become accustomed to the new requirement, the "1" may be inserted from now on. The new codes will run in parallel with the old ones until April 16.

For example, the old way to dial IDC U.K. from outside the country was: 44-81-995-8082.

The new number is: 44-181-995-8082.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q What's your vision for IDG for the next five years?

A There are three "lenses" by which you can think about IDG's future:

1) Technology. Given our dedication to information technology markets, the underlying changes in how technology — and particularly the PC— is changing the nature of work and society has profound implications for the kinds of information products that IDG will develop. In short, new technology will lead to a doubling of the market we serve in the next five years, from $500 billion today to $1 trillion by the year 2000. This will affect IDG in two ways. First, it will broaden the number of people using the technology, and therefore extend the opportunities to sell information products to a wider variety of users. A key metric we will use in determining our success here is the amount of our reader/user contributed revenues as a percentage of our total revenues. That is why you have seen our emphasis on measuring non-advertising revenue sources. The second way technology will affect our future is the application of the new technology to the business of publishing. Throughout IDG there is a wide variety of projects related to rethinking how our content can be redistributed, especially as it relates to retrieving specific information needed for a decision and/or transaction, or for communications among one's "community of interest."

2) Customers. Ultimately, the shape, size and direction of IDG is a reflection of our customers. At the moment, two key customer trends worth watching include the focus on the return of marketing investment and globalization of marketing solutions. Both of these trends are very positive for IDG. In the first case, by emphasizing "solution selling" rather than "product selling" we tie IDG's products and services to a specific marketing objective, where we can maximize our chances of proving our effectiveness. In the second case, no company can offer global solutions comparable to IDG, which means IDG's competitive advantage is incredibly significant. You can expect that much of the next five years will be focused on getting better and better at addressing these key trends.

3) People. Attracting the best people in the industry to work at IDG, and finding new challenges for our existing workforce, is the single biggest determinant of IDG's future and how successful we can be. IDG's operating style depends on fostering the "let's try it" attitude that matches good ideas with good people — then getting out of the way. Any vision for IDG hinges on having a training and recruiting system that places this ethic at the core of the company.

How is the new IMS Europe group doing?

The International Marketing Services operation in Europe is moving ahead aggressively, thanks to the support of the European country managers, who initiated planning for the operation more than a year ago. As with anything new, there are lots of questions and opinions about how it should be implemented. It's all reminiscent of when MSD was launched in the U.S., when it took time for everyone to understand how it worked. This much is clear: the more information we gather from customers the more obvious it is that IMS in Europe is critical to IDG's future. IDG needs to have better representation with customers at a senior level who have pan-European responsibility. At the moment, many of them have little understanding of how IDG can help them. Based on early estimates from a customer perception survey in Europe, virtually no one knows that IDG has 30% market share of IT advertising spending, triple that of Forstmann Little. We must not only raise the visibility, but ensure that we are the preferred partners for our customers' global business. **Jeff Meers** and the IMS Europe team have planned a briefing session in Lisbon for Jan. 23-24 to explain this in more detail to the sales force of our European operations.

How are we doing on hiring a replacement for Bill Murphy?

The search for a chief financial officer is proceeding smoothly, with a "short list" currently being interviewed. We would expect the selection can, therefore, be announced in the near future. **Bill Murphy** has promised us that he will be "on call" for as long as necessary (right, Bill?!), so the transition should be smooth.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

____

____

____

____

INVEX Showcases Eastern Europe's Developing IT Markets

IDG puts its stamp on the show through exhibitor recruitment, a high-level reception and show-floor activities

With a goal of highlighting Eastern Europe's expanding high-tech markets, the partnership of the Brno Trade Fair Organization and IDG World Expo has made INVEX Computer the region's most important IT event.

This year's show, held Oct. 19-22 at the Czech Republic's Brno Fairgrounds, attracted 123,000 attendees and 693 exhibitors on 325,000 square feet of exhibit space.

As the show's international marketing arm, IDG World Expo focuses on attracting a diversified base of exhibitors from outside the Czech Republic. "This year's show was significant in that almost every major Western IT company was represented," said **Gunnar Küchler**, World Expo's vice president for Europe.

Since Microsoft has been in the Czech market just about a year, Microsoft Chairman Bill Gates came to Brno to give his company a boost and deliver one of the show's keynote addresses. "By recognizing INVEX as a good platform, his presence points out the importance of INVEX and the role it will play in this region in the future," Küchler said.

AT A RECEPTION CO-HOSTED BY IDG *World Expo, Computerworld President* ***Gary Beach*** *(right) makes a point while Microsoft Chairman Bill Gates, INVEX President Anthony Surka and IDG World Expo Vice President/Europe* ***Gunnar Küchler*** *look on.*

IDG further extended its visibility at the show through three other means. The IDG Czech staff churned out five 24-page editions of the *Computerworld Daily*, INVEX's official paper, and distributed it to INVEX showgoers as well as to subscribers. Second, IDG Czech also organized INVEX's first career center, which laid the groundwork for *Computerworld* to begin publishing recruitment ads in January. Visitors flocked to the center to consult a PC on which the staff had set up databases of IT companies with openings and individuals searching for job opportunities. Third, the Czech editions of *Computerworld* and *PC World* selected six of the nine award winners for the most progressive products displayed at the show.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

Rave Reviews for CIO Sell-Out

MEMBERS OF CIO'S CONFERENCE STAFF *take a break at the recent IT Economics conference (L-R): Diane Martin, Christine McCarron, Nancy O'Connell, Kirstin Phil.*

In the fifth year of the *CIO Perspectives Series*, CIO marked its third sell-out at the three-day session on IT Economics. Held in Tuscon, Ariz., in October, the conference set records for number of attendees and positive feedback from attendees and presenters.

In total, 548 people participated in the program, and the conference staff had a waiting list of interested parties after closing registration due to space restrictions at the resort. Chief information officers in attendance represented the manufacturing, finance and government sectors as well as computer wholesalers and retailers. Response to attendee evaluations showed that 91% rated the conference good or excellent and 95% would recommend the session to colleagues.

Highlights included a presentation by Peter F. Drucker, management visionary and Clarke Professor of Social Science and Managemen at Claremont Graduate School. In "The Future of the Corporation," Drucker explored the ways in which organizations must adapt to compete in the increasingly global economy. CIOs and CEOs from J.P. Morgan and United Technologies, among a host of others, examined how IT in the corporation can be effectively implemented for overall profit maximization and business value.

CW Norge Cleared for Take Off

Soon-to-be-signed deal will put publication in hands of SAS passengers on airline's domestic flights

Flying home after attending last year's Asia/Pacific Managers Meeting in Hong Kong, IDG Norway's management team discovered they had everything they needed for a comfortable flight — except their favorite weekly publication.

So they discussed the idea of distributing *Computerworld Norge* aboard Scandinavian Airlines flights with an outside consultant. A project team was organized, headed up by Subscription Sales Manager **Tage Engen**, and the group approached the airline with its idea. Other members of the project team included *CW* Marketing Director **Thomas Bergerskogen**, *CW* Editor-in-Chief **Pål Leveraas** and Advertising Sales Manager **Ove Heggedal**.

> *"Hopefully, passengers will ask for the same service on other airlines — an interesting thought as IDG has publications in so many countries, and could potentially serve all airlines."*
>
> **Morten Hansen**

Several meetings later, the two sides reached an agreement that should put *Computerworld Norge* into the hands of passengers aboard SAS's domestic flights beginning in February or March of next year. Although the final details have not been ironed out, IDG Norway Managing Director **Morten Hansen** said he expects an agreement will be signed shortly.

"The test distribution will cover SAS flights between major business centers in Stavanger, Bergen, Trondheim and Oslo," Hansen said. Although a final price has not yet been agreed upon, SAS will purchase copies of the publication at a reduced rate, Hansen said. *Computerworld Norge* plans to run full-page ads announcing the arrangement with SAS when the project gets under way in late February.

Aside from the boost in name recognition, Hansen explained that this deal will help the company increase paid subscriptions by allowing the distribution of more free copies. "In Norway, a publication must have a paid subscriber base of at least 80%. We cannot give away more than 20% of our total circulation under our current tax system. So, if SAS purchases the equivalent of 2,000 issues a week, for example, we will be able to distribute 500 more copies free of charge with the hope of converting those readers to paid subscribers," Hansen said.

CW Norge is the first and only IT publication in the country with the stature to be considered for such an arrangement. "Only daily newspapers and selected general business publications are currently offered to on-flight passengers, so there is little doubt that *Computerworld Norge* will be noticed," Hansen said. "Hopefully, passengers will enjoy the new on-board reader service provided by SAS, and ask for the same service on other airlines — an interesting thought as IDG has computer publications in so many countries, and could potentially serve all airlines. It could be an interesting project for the CW Global Product Support Center," noted Hansen, who also serves as the head of CW/IW's GPSC.

IDG U.K.'s *AppleTalk* First to Target Dealer Channel

What started as an advertising promotion is rapidly turning into a money-making venture at IDG U.K. The company's newest launch, *AppleTalk*, is the U.K.'s first publication targeted exclusively at the country's Apple reseller, distributor, manufacturer and software publisher channel.

Prior to the launch of *AppleTalk*, a bi-monthly, controlled-circulation tabloid, "there was no title which was able to reach only this market," noted Publisher **Richard Hease**.

The idea for *AppleTalk* was customer-driven, said Group Advertising Manager **Guy Eaton**. "One day, an advertiser asked if he could buy space in *Macworld*'s monthly advertising newsletter," said Eaton, who has been with *Macworld* since its launch five years ago. "We began in October with an eight-page issue. Now, we are doing 12 pages, and our advertising revenue has doubled in the space of four issues."

The editorial is focused on the Apple market and is a blend of industry news and gossip with charts and how-to-sell features .

It is edited by the same team that produces *Macworld*, with **Peter Worlock** serving as editor and **Mary Cowan** handling news editor duties.

APPLE TALK

Macworld's fortnightly for the UK Apple Industry
Launch Issue 20 October 1994

IT'S APPLE EXPO TIME AGAIN..
EXCLUSIVE PICTURES, p3

INSIDE STORIES

WELCOME TO APPLETALK

Apple, IBM and Motorola race toward PowerPC pact

MacOS

Performa rules as Apple kills LC brand name

Congratulations from Apple's newest distributor to Apple's newest channel magazine

AppleTalk also serves as a vehicle to promote other IDG U.K. products highlighting coming features in *Macworld* and publicizing the company's upcoming Mac Shopper Show, a new exposition planned for next February that Apple Computer has just booked into.

The U.K. team is particularly busy at the moment, having just increased its size seven-fold with the acquisition of 11 new titles from Europress Publications, noted Hease.

"1995 is going to be a busy year for IDG in the U.K. — particularly if *AppleTalk* can go weekly, which is the team's aim," Hease said.

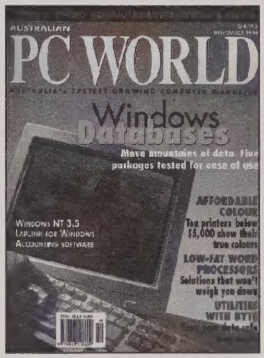
IDG Australia Pumps New Life into *PC World*

Once-ailing monthly now ranks as country's fastest-growing publication

When the management team at IDG Australia took the pulse of its aging monthly, *PC World Australia*, back in early FY94, the prognosis was not overly optimistic.

On the plus side, the publication was enjoying a small but steady gain in circulation. Its editorial team was popular and well-respected and a highly professional sales effort was keeping the *PC World* name in front of customers. The magazine had received an enthusiastic survey response from both readers and advertisers. A recent redesign had enhanced the look of the publication and its circulation department was aggressively seeking new subscribers. And finally, the PC World Global Support Center was supplying timely editorial material and artwork that would otherwise have been beyond the publication's financial reach.

Threatening *PCW*'s long-term health, however, were a number of significant factors. The publication was 10 years old and No. 4 in a four-title market. Its No. 1 competitor, the local licensee of *PC Magazine*, had 35,000 paid subscribers, compared with *PCW*'s 14,000 and it held a 48% share of the market compared with the 19% controlled by *PCW*. In addition, the competition typically produced a 300-plus -page issue, while *PCW* averaged 156 pages. Finally, a new competitor, *Windows Sources*, was set to launch later in the year.



"We decided we had to stress our positive traits and build on them — and we had to do it quickly and dramatically for highest impact," said **Don Kennedy**, managing director at IDG Australia.

"We announced that we were increasing our print run and newsstand distribution by more than 30%. We added sections for small business and more than doubled our Help Screen section. And we made *PC World* a minimum of 256 pages on the assumption that advertisers would support the new approach," Kennedy explained.

Most issues carried a premium — a free disk or magazine — to attract increased interest on the newsstand, and for the first time the company advertised in daily newspapers and on radio. "We even went so far as to try a scratch lottery competition with prizes donated by advertisers," Kennedy added.

The aggressive treatment has paid off. *PC World* is now Australia's fastest growing magazine, with an audited paid circulation in excess of 79% from March 1993 to June 1994 (the date of the last audit). Newsstand revenues are up 134% and subscription revenues are up 20%. Syndicated research has found *PC World* now has more readers in businesses with more than 200 employees than any other monthly PC magazine in Australia. Advertising pages have grown 70% since the changes were implemented, and display ad revenues are up 66%. The publication's market share is up 10%, despite the launch of the fifth title in the market. "We have cut the lead of the No. 1 title by more than half in nine months," said Kennedy.

IT USERS

continued from page 1

these autonomous business units and bring to bear their combined intelligence in a single publication," explained Rayner. "Readers are no longer bound by individual country borders, and as this project will prove, neither is IDG."

While no attempt will be made to rank the users profiled in the magazine, a great deal of detailed information — much of which will be published for the first time — will give readers a clear understanding of the ways in which these users are deploying technology to their advantage.

"Today the Global Village is the business world," noted Editor-in-Chief **Bill Laberis**. "With this project we hope to show CIOs around the world that their peers internationally are using a variety of IS strategies to advance their organizations' goals. This is easily the most exciting and comprehensive project we've ever developed."

Rayner and his team are soliciting nominations from a number of internal sources including sister *Computerworld*s and IDC offices worldwide as well as outside consulting firms including Ernst & Young, Andersen Consulting, and Gartner Group; and vendors such as IBM, Sun, Unisys, Fujitsu and Cray.

Selection criteria

To be considered for inclusion in the publication an organization must maintain an IS leadership position in at least one of the following:

- A functional application area such as engineering, inventory control, human resources management, marketing/sales or production planning.
- A key technology such as client/server computing, networking, multimedia, object-oriented development, imaging or application development tools.
- A management function such as business re-engineering, integrating systems, aligning IS and corporate goals or information architectures.

Candidates may be private companies, non-profit organizations such as universities or hospitals, or government agencies. "We will make our selections based upon quantifiable criteria such as an organization's total IT investment and its profitability as well as qualitative criteria such as how well a company's deployment of its IT investment is driving customer satisfaction," explained Rayner.

The magazine will be 60 pages and carry 13 pages of advertising, all of which have already been sold. Along with approximately 10 pages of charts profiling the 100 IT users, various articles, many of which will be written by IDG News Service correspondents, will explore emerging trends around the world. "Our goal is to produce a truly global document," Rayner explained. "We will be tapping the resources of the News Service as well as some of our sister publications for writing and reporting assistance."

IDG HR UPDATE

Nov./Dec. 1994

YOUR HUMAN RESOURCES NEWS SOURCE

Careful Planning Helps IDG Books Prosper During Hyper-growth

By Ginny Tolan, vice president, Human Resources, IDG Books

IDG Books Worldwide has experienced phenomenal growth since its beginnings in 1990, and this growth has been particularly significant over the past two years. Sharp increases in both total sales and the number of new books published annually required staff increases from 29 to over 100 in this short time span.

The IDG Books' executive team held a strategic planning meeting in September 1994 to discuss the impact of such continued growth. Primary concerns were identified as: communications, staffing, employee empowerment and organizational structure.

Communications

We've found that building communications skills is doubly important in a growth environment. Once the organization exceeds the size where everyone can interact comfortably on a daily basis, new methods must be developed to share information. Clear, consistent, effective communications are needed regularly to keep everyone informed of the many changes associated with growth, as well as to maintain morale and allay fears that may arise in response to change. In the case of IDG Books, communications is especially critical due to the physically decentralized nature of the company.

IDG Books President **John Kilcullen** brought in Steven Berglas, Ph.D. to assist in meeting the need for new communications tools within the company. Dr. Berglas, a member of the Harvard University faculty and president of Executive Development Resources, specializes in executive development and internal communications.

IDG Books has implemented several communications tools ranging from traditional newsletters, a suggestion box and monthly company meetings to ensure continuous improvement.

Staffing

Identifying the need for increased staffing in a hyper-growth business is a "no brainer." Plans calling for large increases in the number, types and frequency of publications makes this clear. What requires more careful planning, however, is the concurrent building of an appropriate support infrastructure — size and type. Bringing skilled publishing professionals on board without clerical, information systems, operations and financial planning support, for example, would prevent them from effectively meeting the company's ambitious product and sales goals. Planning for and building the support staff concurrently while increasing the technical publishing staff can prevent this type of "growing pain."

Another staffing issue is selection and hiring with a *vision*. When filling positions in a mature organization, it's usually easy to identify the qualifications that are needed. This is because the current job requirements are generally not expected to change dramatically in a short period of time. In a rapidly growing company, however, candidate qualifications will include consideration of how the job is expected to evolve. Hiring self starters exhibiting knowledge of what it takes to succeed in a decentralized organization is quite valu-

• CONTINUED ON REVERSE •

ASK HR

Q **What kind of insurance coverage do I get when I travel for IDG?**

A **You are covered by the IDG life insurance benefit and the IDG accidental death benefit at all times. When you travel on company business you will also be covered by the IDG Business Travelers Assurance program, and you will also receive car rental insurance, if applicable.**

The Business Traveler's program provides coverage of $200,000, 24 hours a day on all business trips. The plan provides coverage from the time an employee leaves home or the office until the end of the business trip, or 30 days, whichever comes first. In order to qualify for this benefit, all travel arrangements must be booked and paid for through IDG's Corporate Travel department.

IDG is self-insured for car rental insurance. Rather than pay the excessive premiums for this coverage, IDG bears the risk and pays the claims should an accident occur. IDG employees should decline the insurance and waive the collision-damage coverage offered by the car rental company.

Q **Please explain the relationship between IDG and John Hancock?**

A **John Hancock (JH) is the vendor IDG has chosen to process medical, dental and vision claims. Dental and vision claims pertain to**

• CONTINUED ON REVERSE •

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Planning

continued from previous page

able at IDG Books. We want talented, ethical, risk-takers who will push everyone connected with our company to grow and deliver the bottom line: quality products, satisfied customers, a wonderful culture and the fiscal year plan.

Employee empowerment

When a company is small, most managers are able to keep up with the daily details of their areas. Growth in size and technical diversity renders this hands-on approach ineffective. Those who attempt to "micro-manage" in this environment not only tend toward burn-out themselves, but frustrate their co-workers as well. The solution is empowerment—giving individuals the greatest amount of autonomy possible to accomplish tasks as they know best, while reducing management guidance on the how-to aspects of the job.

Empowerment can be frightening both to the manager and to the staff member. The manager, especially one accustomed to sweating the details, fears loss of authority and increased errors. The employee fears the unknown of taking on responsibility and wants to avoid the adverse consequences of potential mistakes. Training of both parties is necessary to overcome these fears. Extents and limits of empowerment must be clearly defined, and the absence of punishment for honest mistakes made within these parameters must be accepted.

Once implemented, employee empowerment serves a growing organization extremely well. Most daily decision making is pushed down to lower levels, therefore managers have more time to plan and handle the larger issues of growth. Decisions can be made and acted upon much more quickly as the traditional levels of approval are largely eliminated. An additional dividend is heightened employee morale, due to increased job satisfaction and personal growth. However, employee empowerment takes time and the results are incremental. Managers need to have the confidence and the organizational skills to manage this initiative.

Organizational structure

One attractive feature of a small organization is the lack of bureaucratic structure: job levels, organization charts, salary systems, etc. When the organization begins to grow, however, employees increasingly begin to show concern for fair and consistent treatment in comparison with their colleagues. At some point, a degree of structure is needed both to ensure equity and to control the company's rapidly increasing salary and benefits budget.

At our strategic planning conference, this structure was referred to as the "S word." It is something we avoid saying, much less implementing. It is possible, however, to construct systems that are adequate to ensure equity and sound compensation practices without duplicating the cumbersome, self-defeating structures found in many overly bureaucratic mega-companies.

The key to structure in a growing company is a clear, simple framework that shows all current and potential employees where they fit in, both in reporting relationships and in salary/benefits systems. We can show job candidates exactly where they would be in the organization and how they would be compensated, thus avoiding future misunderstandings and dissatisfaction.

At IDG Books Worldwide, we are working on these and other aspects of managing rapid growth. Our strategic plan includes a strong Human Resources role in implementing these changes, so that the people aspects of growth will mesh effectively with the company's overall business objectives — thus resulting in success for all.

Ask HR

continued from previous page

all employees regardless of the medical plan selected. JH processes medical claims for employees who participate in the IDG medical option and not an HMO.

IDG has also chosen to participate in the JH Preferred Provider Organization, or PPO network. JH contracts with physicians and hospitals around the country. The physicians and hospitals are allowed to join the JH PPO only if they agree to discounted, preset billing levels for their services.

JH operates under what is called an Administrative Services Only (ASO) contract. This means that JH processes the bills, but IDG is funding the payment of the claims. In other words, IDG "self-insures" itself for medical claims but outsources the claims processing.

JH charges IDG for providing this service based upon two components: a flat fee charge per employee and a charge for each claim filed. The cost-saving tip here is to batch your non-network medical claims and submit multiple claims at the same time; this is especially true early in the year. Wait to file your first claim of the year until after you satisfy your annual deductible.

IDG HR UPDATE

CONTRIBUTING WRITERS
Ginny Tolan
Tom Mathews

COORDINATORS
Kelly Lynch
Tom Mathews

EDITORS
Patricia Smith
Stephanie Noyes
Penny Winn

HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Fax: 508-935-4600.

IDG WORLD UPDATE's

Local Loop

FOR SALE

•**1988 Volvo 744GL**. Excellent condition inside and out. Power steering, windows and brakes, A/C and power sunroof. Always dealer maintained. $6,495.
-Kelly Lynch, IDG HR (508-935-4416)

•**1986 Honda Prelude**. Grey, 5-speed, A/C, mud guards, floor mats, rust protection, paint sealant, alarm system. Replaced clutch, brakes, front tires, muffler, battery and timing belt. One owner. Low mileage (76,000). $5,995.
-Mandy Wong, IDG (508-935-4427)

•**Commodore 64 & 128**. Like new. Two external drives, cables, color TV monitor, dot matrix printer, lots of software. $450 or best offer.
-Harriet Darling, InfoWorld (415-525-3422)

•**Fashion jewelry**. I specialize in fashion accesory advice and have a great line of affordable jewelry. Call for catalog or ideas.
-Betty Aguirre, Infotainment World (415-286-2520)

•**Matching Scandinavian Design sofa and loveseat**. Overstuffed arms, loose cushions across back. Light, neutral color upholstery. Priced to sell at $200.
-Helen Dragoon, IDC (508-935-4663)

•**Tunturi C416 stepper**. Excellent condition. Electronic monitor featuring time, calories and distance. $125 or best offer.
-Christine Chupka, Computerworld (508-820-8162)

•**18-cubic-foot refrigerator**. White, fully operational, cosmetic problems. $150 or best offer.
- Amy Johnson, InfoWorld (415-525-3433)

FOR RENT

•**Vacation rental in White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the fall and winter.
- Madeleine Spencer, IDC (508-935-4390)

WANTED TO BUY

•**Sturdy treadmill in good condition** at reasonable price; will come to you to pick it up.
-Patricia Smith, IPS (617-423-0527)

BIRTHS

•Taylor Reed Dill was born to **Marcy Dill** (CIO) and husband Peter on Oct. 5. Taylor weighed 7 lbs. 5 oz., and she was 20 1/4 inches long.

CHILDCARE

•**Licensed family day care in safe, loving home in Stow, Mass**. Playroom, arts & crafts, field trips and more. Hours are 7am-6pm; full- and part-time slots available; very reasonable rates. Call Michelle at 508-562-5077.
-Kenneth Fuller, IDG Credit (508-935-4232), (508-562-5077)

•**Day Care Slots Available.** Due to a recent move, my children will be leaving (sadly) the best licensed family day care provider in Boston. Frances is located on Beacon Hill and is licensed for infants through preschoolers, and I guarantee your kids will love her! For more information, please feel free to contact me or Frances at 617-367-4713.
-Penny Winn, IPS (617-423-0406)

MARRIAGES

•**Kevin Gasper** (Computerworld) and Jennifer Oulette were married on Nov. 5 in Rye, N.H. *CW*'s Nancy Whittaker writes:"The couple looked exquisite — Jen in her beautiful gown and Kevin by her side in his finely tailored tuxedo and shiny rental shoes."

•**Kristen Schiller** (Network World) married Jack Wattu on Oct. 22.

WANTED: HOST FAMILIES FOR EUROPEAN EXCHANGE

Massachusetts families in Brookline, Newton, Chestnut Hill, Cambridge and West Roxbury are needed to host European high school exchange students from Sept. '95 to June '96. Compensation provided.

For more information contact Reneé Barber (*Computerworld*) at Elian's School in Brighton, tel: 617-782-2009.

• CONTINUED ON REVERSE •

Turn the page for a coupon to use for sending in your own ads!

Avoid the last minute shopping frenzy with...

IDG WORLD UPDATE's *Local Loop*

The *Local Loop* is inserted monthly in *IDG World Update* and circulated to all U.S. business units. If you have items for sale or rent, items you would like to buy or services to offer or services needed, fill out the coupon below.

Ads should include the following information:

- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth announcements may also be submitted.

Information should be sent directly to the editors of the *IDG World Update* via interoffice mail, fax: 617-423-0712 or mailed to:

IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

Any questions? Call 617-423-9030.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

____

____

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Send your ads in by January 17 in order for them to appear in the January 23 issue!

IDG Job Opportunities Update
Monday December 12, 1994

PRESENTATION ASSISTANT (IDG CORPORATE SUPPORT CENTER)
Ideal candidate will produce audio visual presentations for use by senior corporate IDG executives in top-level meetings and for major events. Individual must have extensive experience working with Aldus Persuasion and a working knowledge of Macromind Director. Familiarity with major desktop publishing packages essential. Excellent communication skills required.

IDG TRADE SHOW MANAGER (IDG MARKETING SERVICES DIVISION)
The individual in this position will be responsible for managing IDG's corporate presence at major computer trade shows throughout the country. Exhibit and trade show experience are necessary. Responsibilities include overseeing budget forecasts, contract negotiations, on-site installation, housing, registration and shipping. Strong organizational and project management skills are essential. Communication and interpersonal skills important. 3-5 years trade show experience preferred. Knowledge of the computer industry a plus.

INTERN (CIO)
CIO is looking for an individual who is pursuing a BFA in Graphic Design/Communications and who has completed at least 2 years of the program. Duties include assisting with magazine layout, including columns and departments, various design projects, photo research and some administrative tasks. Proficiency with Mac/QuarkXPress a must. Knowledge of Illustrator, Freehand and Photoshop a plus.

FEATURES EDITOR (NW)
Network World is looking for a highly organized team leader to oversee the creation of thought-provoking, in-depth features that will pull the industry forward. A minimum of 5 years industry experience, plus 2 years editing experience necessary. Management background a plus. The six-member features group is responsible for the opinions section and generating trend analysis features, product test pieces and buyers guides.

ANALYST (IDC)
IDC's PC Hardware program is seeking a self-motivated, creative, organized individual with strong computer, writing, and research skills. A minimum of 2 years in the PC systems market is required. Responsibilities will include editing a weekly newsletter, processing client information requests and covering the PC market.

SALES ASSISTANT (LINK RESOURCES)
This position will provide sales support to three Vice-Presidents in regional sales. Responsibilities will include maintaining sales spreadsheets, preparing 30-60-90 forecasts, maintaining the client and prospect databases and sending sales kits to clients. Duties will also include handling travel arrangements and processing sales proposals/contracts. Experience with Microsoft Word and Excel required. Knowledge of FileMaker Pro preferred.

DIRECTOR, CORPORATE COMMUNICATIONS (WEC)
Candidate will be responsible for enterprise-wide public relations and marketing communications in conjunction with the show manager. Individual will develop show specific marketing strategy and tactics as well as revenue generating opportunities. Duties will include developing new communications programs for shows. Public relations industry experience essential.

SALES SUPERVISOR (WEC)
The Sales Supervisor will be responsible for day to day sales leadership, as well as coordination and liaison with show managers. Duties will include weekly show management meetings, sales calls and developing show sales reports. 5-10 years sales experience with a solid understanding of the IT and communications industries required. BA / BS essential. Excellent writing and presentation skills are necessary. Travel required.

SENIOR SALES ASSISTANT (IW)
Candidate will handle weekly closing of display editions, interact with clients via phone, manage the database and provide general administrative support. Strong organizational skills and a positive client-service attitude are essential.. PC literacy is a must. Publishing or advertising experience desired.

SALES REPRESENTATIVE, DEMOGRAPHIC EDITIONS (IW)
Successful candidate will be responsible for prospecting and maintaining advertising space for InfoWorld's Demographic Editions in Southern California. 3-5 years outside ad sales experience plus knowledge of the computer industry required.

EXECUTIVE EDITOR (IDG/B)
Candidate will oversee all acquisitions, development, production and marketing activities pertinent to relevant products within the Business and Reference Group. Individual will have editorial responsibility in relation to identification of market needs, acquisition of products and implementation of strategies.

IDG Job Opportunities Update
Monday December 12, 1994

MANAGING EDITOR (IDG/B)
The individual in this position will be responsible for all production phases of assigned projects, from receipt of manuscript for development and evaluation to all pre-press activities through approval of bluelines within the Business and Reference group. Candidate will develop and maintain schedules, budgets and monitor project quality.

MAILROOM COORDINATOR (IDG/B)
The individual in this position will be responsible for handling all incoming and outgoing mail. Duties will include ordering and controlling all general office supplies. 2 years general office environment experience required.

PROJECT EDITOR (IDG/B)
IDG Books is looking for a skilled editor of technical computer manuscripts who is capable of managing and guiding authors, manuscript editors, technical editors, copyeditors and proofreaders. Candidate should have proven ability to keep projects on schedule and be familiar with the computer industry. Organizational and communication skills are necessary.

PRODUCER, PC WORLD CD-ROM (PC WORLD NEW MEDIA)
Candidate will be responsible for managing the development of a quarterly CD-ROM product derived from PC World Magazine. The Producer will maintain the development budget, traffic content to the developer, develop and track key project milestones and supervise the developer's quality assurance process. 2-3 years of CD-ROM production experience required. Individual should have served as Producer or Associate Producer or equivalent on a retail or subscriber-oriented multimedia CD-ROM product. Understanding of interface design, programming and technological capabilities and requirements necessary. Knowledge of magazine publishing a plus.

EDITOR-IN-CHIEF, PC WORLD CD-ROM (PC WORLD NEW MEDIA)
Successful candidate will have overall editorial and design responsibility for a new quarterly CD-ROM project based on PC World Magazine. Responsibilities include adapting existing PC World content for electronic delivery and creating original multimedia material aimed at PC World's target readership. A minimum of 5 years editorial experience at a PC-related magazine with 3+ years of management experience necessary. Knowledge of the multimedia market and CD-ROM products essential.

PRODUCT MANAGER, PC WORLD CD-ROM (PC WORLD NEW MEDIA)
The Project Manager will be responsible for the marketing of the PC World CD-ROM to readers through multiple distribution channels including subscription, retail sales and OEM distribution. Duties will also include market research, advertising sales marketing and some advertising sales. A working knowledge(5+ years) of magazine publishing, with experience in magazine marketing, circulation and business management necessary. Advertising sales and retail distribution experience a plus.

RENEWAL & BILLING MANAGER (PCW)
The individual in this position will plan, execute, manage and analyze all renewal and billing marketing programs for PC World. A minimum of 2-3 years magazine paid circulation experience required. Strong PC skills with Excel and Word necessary. Knowledge of Neodata fulfillment a plus.

ADMINISTRATIVE ASSISTANT (PCW)
Candidate will provide clerical and administrative support to an Account Manager. Duties will include various marketshare, database and administrative tasks. Knowledge of PC computer with an emphasis on Excel, Word and database applications preferred.

ACCOUNT MANAGER (MAC)
The ideal candidate will support the National Accounts Manager in all facets of advertising sales to include office support and customer service. Individual will sell display advertising as assigned via telephone, as well as sell, service and develop new advertisers in the region.

ASSISTANT PRODUCTION MANAGER (IFTW)
Individual will assist in the design and production process for the Book Division. Responsibilities will be to receive, process and assure the quality, timeliness and integrity of the flow of all electronic files and pre-press materials. Candidate will work with editorial, design, production, screen processing and film house to assure the quality of design and production. Must be expert in 4/C electronic production. Superior Macintosh skills including Quark, Photoshop, Freehand and Illustrator essential.

SALES ASSOCIATE / GAME PRO (IFTW)
The individual in this position will be responsible for customer service, database management, mailings and general administrative support to advertisers. Macintosh proficiency (Microsoft and Excel) required. Strong communication and time management skills essential.

IDG Job Opportunities Update

December 12, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Human Resources Manager	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	S. Reinfeld	(508)935-4423
IDG	HRIS Systems Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Systems Support Specialist	Framingham, MA	K. Burns	(508)935-4471
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/MSD	IDG Trade Show Manager	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Director, Corporate Communications	Framingham, MA	S. Brown	(508)935-4099
WEC	Sales Supervisor	Framingham, MA	S. Brown	(5080935-4099
WEC	Assistant Show Manager	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Conference Telesales Manager	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Director, International Sales	Framingham, MA	E. Ouellette	(508)935-4605
WEC	VP & General Mgr., IT Desktop	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	E. Ouellette	(508)935-4605
CIO	Intern	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Features Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	VP Sales / Ad Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Administrative Assistant	Wayne, PA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Analyst, PC Hardware	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Commerical Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	Copy Center Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Receptionist	Mountain View, CA	D. Miller	(508)935-4133
IDC	Associate Editor, Gray Sheet	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	S. Brown	(508)935-4099
LINK	Sales Assistant	New York, NY	D. Miller	(508)935-4133
LINK	Associate Research Analyst, P-3	New York, NY	D. Miller	(508)935-4133
LINK	Research Analyst, Mass Mkt. Technology	New York, NY	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Vice President, Research	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Telemarketing Sales Mgr. / Marketplace	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Irvine, CA	L. Lehane	(415)347-0555
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Telephone Interviewer (3)	Framingham, MA	B. Sands	(508)935-4286
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Sales Rep., Demo Edition	Irvine, CA	L. Schmid	(415)312-0669
IW	Senior Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	P/T Department Assistant, Circ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporters / Senior Writers (3)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Associate Editor, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

December 12, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	Los Angeles, CA, San Diego, CA	P. Levenduski	(415)655-3015
IDG/B	EVP Sales & Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Account Manager (2)	Dallas/Denver or Chicago, IL.	P. Levenduski	(415)655-3015
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Contract Administrator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	Foster City, CA	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Producer, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/Edit.	Senior Associate Editor	Boston, MA	L. Connolly	(508)935-4791
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW/NC	Editor (2)	Boston, MA	J. Welp	(617)422-8038
PCW/NC	Production Assistant	Boston, MA	J. Welp	(617)422-8038
PCW	Marketing / Licensing Manager	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Systems Designer / Content Engineer	PC World Online,San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Account Executive	San Francisco, CA	S. Young-Saluti	(415)975-2624
MAC	Director of National Accounts	Natick, MA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Circulation Assistant	San Francisco, CA	K. Gee	(415)978-3146
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
IMI	Ad Billing Coordinator	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Assistant Production Manager	San Mateo, CA	R. Resnick	(415)286-2575
IFTW	Sales Associate / Game Pro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515

Notes Helps News Service Blanket Comdex

The IDG News Service produced an unprecedented 57 stories at last month's Comdex/Fall exhibition in Las Vegas, but not without the help of some of the technology they were covering at the show.

The News Service contingent of 14 correspondents and editors used a Lotus Notes database to track events, make assignments and coordinate their activities during the five-day show. And their hard work and pre-show planning paid off.

The 57 stories the News Service filed from Las Vegas were nearly twice its output from last year's Comdex, with 52 stories appearing on the News Service wire within the show's first four days.

"The entire staff worked extremely hard and [News Editor] **Dana [Gardner]** had our news team very well organized," said News Service Editor-in-Chief **Rob Garretson**. "Our [Notes] planning database really helped us keep on top of all the major events and allowed us to coordinate a pretty large news team from our virtual newsroom at the Hilton."

A full house

The News Service had 10 correspondents on the scene, including a visiting exchange journalist from *Computerworld Danmark*, **Torben Sorensen**, who wrote news stories in English as he had throughout his six-week stay in the U.S. The entire News Service staff was in Las Vegas for at least a part of the show, with Assistant News Editor **Jon Skillings** flying back early to staff the Boston newsroom, while Gardner handled the bulk of the editing chores at the show.

DORTE TOFT

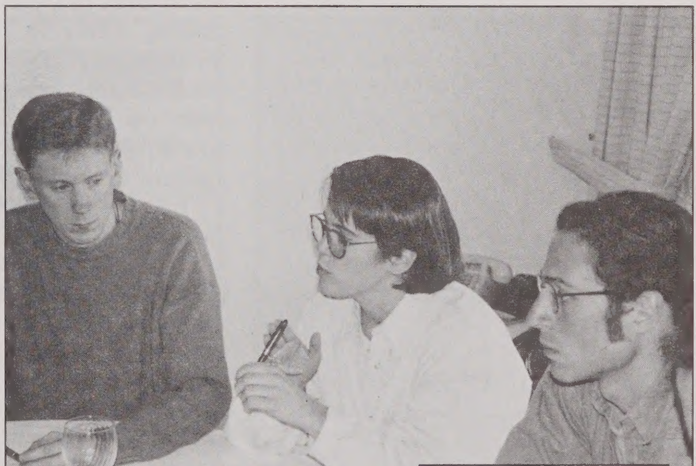
NEWS EDITOR DANA GARDER RESPONDS *to a question as Paris Bureau Chief* ***Marc Ferranti*** *looks on. The News Service squeezed in an editorial meeting in Las Vegas before Comdex.*

The planning database — which Garretson said he put together in just a few hours without any help from the technical staff at IDG International Publishing Services — contained dates, times, contact names and News Service assignments for more than 150 press conferences, speeches, interviews, meetings and, of course, parties. Since Lotus Notes is "groupware," the entire News Service staff was able to enter information into the database from bureaus around the world during the weeks leading up to the show.

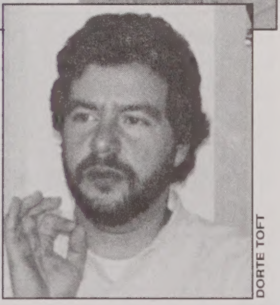
"The real power of the IDG [Notes] network — which we only scratched the surface of with this application — is that it lets people more easily and completely share information and work collaboratively no matter what country or time zone they're in," Garretson added. "This year was more or less a beta test. I hope next year, or at the upcoming CeBIT show in Germany, we'll be able to share our planning database with editors throughout IDG and use it as a tool for coordinating coverage around the world."

IDG
IDG Global NewsWire
IDG WORLD UPDATE

COMDEX VISITORS VIEWED HEADLINES FROM IDG NEWS SERVICE *stories on a news ticker, which was situated atop the IDG booth on the show floor.*


DORTE TOFT

(ABOVE) *Tokyo Correspondent* ***Rob Guth****, Paris Correspondent* ***Cara Cunningham****, and U.S. Correspondent* ***Martin LaMonica*** *review their Comdex assignments.*


DORTE TOFT

(RIGHT) *Editor-in-Chief* ***Rob Garretson*** *addresses his troops.*

IDC ISRAEL

continued from page 1

"IDC is extremely pleased to be establishing a Middle East base in Tel Aviv," said IDC's Director of Middle East Research **Doug McLeod**. "Our new partners, **Nisso Cohen** and **Israel Pelled** [president of IDG's publishing licensee, People & Computers], are among the most influential business people in the Israeli high-tech community. Now, more than ever, they will be a superior source for information on this very well-developed and growing market for IT products."

McLeod also pointed out that Israeli high-tech exporters will now have ready access to IDC's library of information on the global IT industry. "With so many strong technology research and development centers, and with such a high level of technology development in Israel, we expect that establishing an IDC library in Tel Aviv will help Israel solidify its position in the first tier of world-class IT exporters," he said.

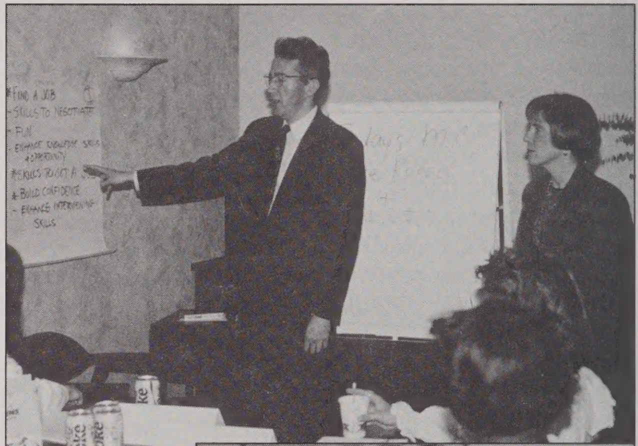
'Boost for local industry'

IDC Israel Country Manager Nisso Cohen concurred. "The entrance of a company of IDC's stature into the Israeli market will be a great boost for the local industry. We have already begun to establish our local research infrastructure, and I think the benefits will start trickling down to Israeli companies immediately."

Excerpts from IDC's most recent studies of the entire IT market in the Middle East reveal that the region has enormous potential for IT suppliers around the world. "Middle Eastern economies have, in general, a very firm and solid foundation. These factors are indicative of a great opportunity for IT companies as the level of IT spending comes up to the same per-capita level as other regions of the world," the study concluded.

IDC Israel is the third IDC office to be opened in the region, bringing the number of countries in which IDC researchers are employed to 50. This past June IDC Egypt was established in Cairo, IDC Turkey has been in operation for over a year.

IDG HR Team Shares Job-Hunting Expertise with Local Youth



ABOVE: *Matt Somers* *and* ***Sue Rogers*** *lead participants in a discussion of job-finding strategies. Ten area teenagers attended the five-week program.*

ELAINE OUELLETTE AND DANIELLE VOLPE *were among the many HR employees lending a hand at this year's "I'd Rather Be Working" program.*

Ten Framingham-area teenagers are better prepared to land that all-important first job thanks to the efforts of a group of IDG Human Resources employees.

The "I'd Rather Be Working" program, sponsored by the IDG Chairman's Council, is designed to help young clients of a Framingham, Mass.-based human services agency overcome many of the obstacles encountered in landing their first job. Divided into a series of two-hour modules and running over a period of five weeks, the program covers an array of topics including where to look for a job, how to write a cover letter, what to wear on an interview, how to sell yourself to an organization and how to conduct yourself on the job.

"In addition to an awful lot of great advice and information on how to launch a job search, how to network and how to interview, the participants walked away with some tangible tools including a cover letter, followup/thank you letter and a resume, which many of them had never seen before," noted Executive Assistant/Corporate HR **Matt Somers**, who organized the project.

Each of the teenagers also had a chance to participate in three mock interviews conducted by HR personnel. Posing as hiring managers were **Piper Fowler**, **Kelly Lynch**, **Tom Mathews**, **Elaine Ouellette**, Matt Somers and **Danielle Volpe**. Guest speakers **Mel Edmonds**, IDC LAN manager; **Michelle Chase**, credit department office administrator; **John Kelly**, IDG office services supervisor; and **Donna Silva**, desktop publishing specialist; discussed what their jobs entail and the paths that led them to their current positions.

"At a Chairman's Council meeting in the fall of 1993, a discussion arose about how IDG could assist the Wayside Community Program," said IDG VP/Corporate HR **Martha Stephens**. "I suggested that HR could help out the group by sharing our insights and expertise on job hunting. Even though we are all real busy, working together we could contribute a lot. It gives those of us in HR great pleasure in giving of ourselves back to the local community."

Other HR employees participating in the program included **Lori Connolly**, **John Ferris**, **Theo Guest**, **Sue Rogers**, **Debbie Sobin** and **Cheryl Talamini**. "I'd Rather Be Working" is an ongoing effort that was first offered in January 1994 and will be offered again in the spring of 1995.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Micaela de Almeida - IDG Hong Kong
George Clark - Macworld
Peggy Nauts - PC World

NINE YEARS
Barbara Inglese - IDG World Expo

EIGHT YEARS
John Watts - Computerworld
Ellen Cross - Computerworld
Hélène Fily - IDG France
Jeff Berlin - PC World

SEVEN YEARS
Lucinda Borovick - IDC
Lars Dahmén - IDG Sweden
Marie Bohner - Computerworld
Ann Marcus - Infotainment World

SIX YEARS
Hitoshi Andoh - IDG Japan
Frances Cowen - Computerworld
Piero Todorovich - IDG Italy
Charlie Bruno - Network World

FIVE YEARS
Ann Kremers - PC World
Christine Krajewski - IDG World Expo
Stefanie McCann - Computerworld
Deb Vernon - Infotainment World
Gordon Haight - Integrated Media, Inc.
Diane McNeil - Multimedia World
Laura Stoll - Advanced Systems

FOUR YEARS
Harriet Karas - IDC
Karen Lesko - Computerworld
Sagrario Fernandez - IDG Spain
Paul Worthington - Multimedia World

THREE YEARS
Stephen McClure - IDC
Alvin Young - IDC Government
Mauro Calderara - IDG Italy
Ellen Sifferlen - IDC
Elisabeth Kowalski - Computerworld
Lesieli Friesen - Infotainment World
Isabelle Kane - Multimedia World

TWO YEARS
Debbie Lively - CIO
Cindy Zuck - InfoWorld
Mitsue Kusama - IDG Japan
Erin Callaway - Computerworld
Michael French - LINK
Lynn Royal - IDG World Expo

ONE YEAR
Kathryn Schnorr - IDG Books
Jai Singh - InfoWorld
Gregory Bockweg - IDG World Expo
Dana Gardner - Int'l Publishing Services
Debbie Gravitz - Infotainment World
Steven Cooper - IDC
Mary Rebecchi - IDC
Amanda Hixson - InfoWorld
Denise Hui - Computerworld
Ann Stuart - CIO
Mats Mörlund - IDG Sweden
Laura Rosenga - Infotainment World
Adrian Morgan - Multimedia World
Vince Broady - Multimedia World

CHAIRMAN'S ACHIEVER

LYNCH

In her two years with Corporate Human Resources, Associate Analyst **Kelly Lynch** has been instrumental in the success of projects running the gamut from Employee Surveys to the Management Publishing Institute.

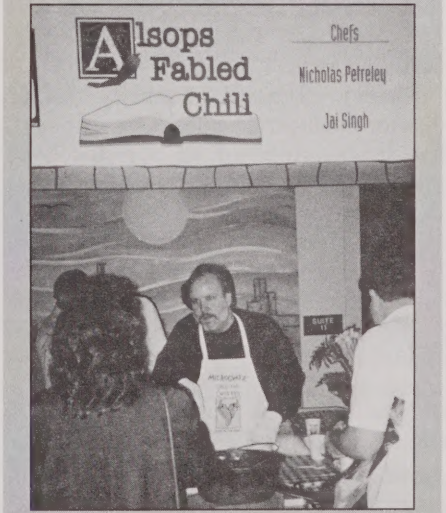
The 1994 U.S. and International Employee Surveys drew record responses, due in large part to Kelly's efforts. "Her desktop publishing skills, as well as her organizational skills contributed to record employee responses," said Director/Corporate and International HR Programs **Tom Mathews**. "Kelly's PC, communication and organization skills have also contributed greatly to the success of the MPI programs, the *HR Update*, the IDG Photo Calendar and a host of other projects," Mathews added.

The direct benefits of Kelly's dedication and hard work are reflected in the bottom line performance of her department. The department is able to save thousands of dollars in outsourcing expenses while still producing top-quality programs. Mathews says that all of Kelly's contributions enhance customer satisfaction by improving the work environment of her clients — IDG employees.

Kelly will leave 5 Speen Street in January and assume her new position as HR rep for Infotainment World.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

CHILI, ANYONE ?



***InfoWorld*'s Nicholas Petreley, executive editor of News and Reviews, serves up a sample of his world-famous chili. Micrografx sponsored its annual chili cook-off during Comdex, with proceeds benefiting a children's charity.**

NOTEWORTHY

PROMOTIONS

Davis Blair, previously vice president, IDC Asia/Pacific, has been promoted to country manager for IDC China/Hong Kong. "Over the last three years Davis has done a tremendous job in expanding IDC's Asian business and research scope," said Senior Vice President, Worldwide Research **David Moschella**. "IDC is now the clear leader in this critical world region."

Davis replaces **Saiman Hui**, country manager for IDC China/Hong Kong, who is leaving after 12 years of service. "He built from scratch IDC's successful research operations in the Chinese market and in recent years took over the management of the Hong Kong market as well," said IDC President **Kirk Campbell**. Saiman will remain active in IDG as a partner in the Pacific Technology Venture Fund.

Lisa Kowalski, formerly West Coast representative for the CW Database Division, has been named district sales manager for *Computerworld*. She's responsible for advertising sales in the San Francisco Bay and Santa Cruz, Calif., areas.

Sherry Driscoll, formerly senior district manager of sales/New England, has been promoted to regional vice president/sales, adding the Chicago area to her territory.

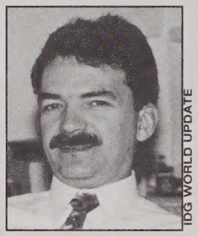
Bernie Hockswender, previously senior district manager of sales, Atlanta area, has been promoted to regional vice president/sales, overseeing the Dallas, New York and New Jersey regions in addition to his existing territory.

Janet DuBois, formerly print production coordinator, has been promoted to print production manager for IDG World Expo. "Janet has single-handedly and expertly managed the print function for World Expo," said Director of Corporate Communications **Victoria Winston**. "Through her adept negotiations on our behalf she has and continues to save our company considerable amounts of money."

NEW EMPLOYEES

Vanessa Silva-D'Amelio joins MSD's San Francisco office as executive assistant to two directors of national accounts. Vanessa, who earned a BA in English with a concentration in communications from San Jose State University, was previously executive assistant and office manager for International Credit Services. In her free time she likes writing, watching old movies, cooking and helping her elderly neighbors with errands.

Dan Minichiello is a technical desktop publishing specialist at IDC responsible for converting publications into Lotus Notes format. Dan has a BS in management from Bentley College. In his free time he enjoys being with his family and playing drums for a band called "Flash."


IDG WORLD UPDATE

MINICHIELLO

Rona Shuchat has signed on as senior analyst for LINK Resources involved in the mass market tele-communications pro-gram. Prior to joining LINK, Rona served as director, project development for cellular systems at Ericsson Communications. She has a BA in journalism from Carleton University and an MBA from Concordia University and outside the office enjoys painting, downhill skiing and piano.

IDG WORLD UPDATE

SHUCHAT

Suzanne Packer joins IDG Books as a copy editor. Previously a correspondent for BMG Direct Marketing in Indianapolis, Suzanne received her BA in English and sociology from Augustana College. She enjoys being outdoors, walking and the arts.

PACKER

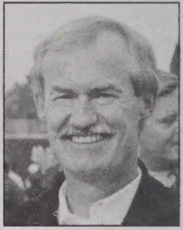
Kris Gurn is a senior print buyer in the Indy office. Previously production manager for Kraus Sikes, Inc., Kris received a BS in interior design for the University of Wisconsin/Madison. After college she pursued a number of entrepreneurial ventures including a restaurant, delivery service and graphic design studio. Kris is a self-proclaimed golf nut and NASCAR fan who believes that "doing lots of things does not seem as important as enjoying what you are doing."

GURN

Prior to joining IDG Books as a sytems specialist, **Christine Whetstone** worked as a systems assistant at Accent Technical Communications. Christine has a BS in Information System Management from Ball State University and her outside pursuits include tennis, step aerobics, reading and arts and crafts.

Stacy Collins is brand manager for the Business and General Reference Press. She was most recently associate product marketing manager for Que at Macmillan Computer Publishing. Stacy majored in journalism at Indiana University and serves as a graduate assistant for a Dale Carnegie course and volunteers as a Big Sister.

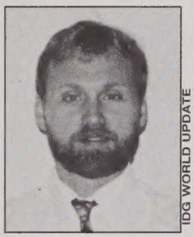
Jeff Burnett has joined Response Technologies as national accounts manager. Jeff was co-founder and vice president of Intersel Inc., He earned a BA in English Literature from Dartmouth College and an MBA from Harvard University. Jeff makes time for his children, gardening, canoeing and serving as head agent for his high school class.


BURNETT

Electronic Entertainment has hired **Suzanne Frear** as an editorial intern. Suzanne has an associates degree in journalism from the College of San Mateo. She enjoys volunteering with kids and mountain biking as well as caring for her pet snake.

Donald St. John is a senior copy editor for *E2*. Donald is an IDG veteran, hired originally in 1988 by *Computerworld*. He received a BS in journalism from Boston University and enjoys spending time with his wife Doreen (a former *CW* freelancer) and their 1-year-old daughter Katelyn.

Katherine Sund is circulation manager for *E2*. She comes to IFTW from Avid Media Group to oversee the creation and implementation of all subscription promotions. Katherine received a BA in liberal studies from San Jose State University and has her California teaching credentials. She enjoys boating, water and downhill skiing.

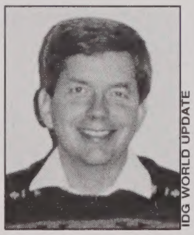

IDG WORLD UPDATE
RAYNER

Computerworld welcomes several new faces. **Bruce Rayner** is editor, special projects. Bruce was most recently editor-in-chief of *Military & Aerospace Electronics*. He received a BS in economics from the University of Delaware and an MS in print journalism from Boston University. He is a triathlete and marathon runner.

Denise Drane is a sales assistant in the advertising department. She earned an associates degree in business administration and a BS in paralegal studies from Rogers Williams College.

IDG WORLD UPDATE
DIDIO

Senior Editor **Laura DiDio** is an IDG veteran, having served as senior editor at *Network World*. She was most recently senior writer for internetworking at *Communications Week*. Laura majored in communications at Fordham University and is an avid equestrian as well as an Appaloosa breeder.


IDG WORLD UPDATE
FINK

Bob Fink is *Computerworld*'s director of market research. He served as market research manager for Digital Equipment Corp. Bob has a DBA in business strategy from Boston University and received an MBA in finance from the University of Iowa. In his free time Bob enjoys golf and spending time with his family.

Network World continues to add to its roster. **Tim Green** is a senior writer who comes to *NW* from the *Middlesex News* where he spent 14 years in positions running the gamut from reporter to bureau chief to state editor. Tim has an MA in journalism from Boston University.

IDG WORLD UPDATE
BURT

Chris Burt, who worked as a sports reporter for *The Boston Globe* while a journalism major at Northeastern University, has signed on as a copy editor. Chris also served as editor/designer of his yearbook, which is now being considered for a national award for innovative design and coverage.

InfoWorld welcomes a host of new staffers including **Laura Seymour** who has signed on as a marketing assistant. Laura earned a BA in communications from the University of the Pacific. Her numerous outside interests include modern dance and volunteering for the Big Brothers and Big Sisters of San Francisco and Peninsula.

Bob Lim is a network analyst who most recently worked as a LAN administrator and PC support specialist for Andersen Consulting. He received a BS in international business and marketing from San Francisco State University and is a diehard sports fan.

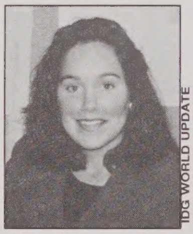
Brenda Cruden is an administrative assistant in the Reviews and Testing department. She has worked as an editorial and sales assistant at *Computerworld* and as a manager for a recording artist. She enjoys hiking, skiing and music.

Doug Fine has been hired as a feature writer. Previously a freelancer whose articles have appeared in *Wired*, *Spin* and *The Village Voice*, Doug has conducted research on five continents. He has a BA in English from Stanford University and recently completed his first novel about young journalist whose travels become a journey of self-discovery.

Deborah DeVoe, formerly a Fluegleman intern, has been hired as a full-time copy editor. Deborah majored in English at the University of California at Berkeley and in her spare time enjoys playing ultimate frisbee, camping and reading good fiction.

DEVOE

CIO rolls out the red carpet for two new employees. **Susan Montgomery** is manager of program planning for CIO's Executive Programs. Susan has held senior marketing and sales posts at Intelligent Electronics, and Leading Edge. Susan has a BS from Leslie College.


IDG WORLD UPDATE
CLARK

Carolyn Clark is an advertising sales associate who comes to *CIO* from Houghton Mifflin Co., where she worked as advertising coordinator. Carrie majored in sociology at Hartwick College and in her free time enjoys playing tennis.

TRANSFERS

Joyce Chutchian-Ferranti, formerly managing editor for PCW Newsletters, is *Computerworld*'s managing editor/special projects.

ETCETERA

IDG WORLD UPDATE
BURKE

Maureen Burke, *Computerworld*'s director of circulation management, has been elected to a two-year stint as chairperson of the Audit Bureau of Circulation's (ABC) Business Publication Industry Committee. The committee, which represents some 15 publishers including Cahners, McGraw-Hill and Lebhar-Friedman, gives publishers a voice in ABC with particular regard to review and recommendations concerning rule changes.

ABC is an independent auditing organization that verifies circulation data to assist media buyers in their purchasing decisions. Maureen, an almost-18-year veteran of *CW*, has been a member of BPIC for six years.

CELEBRATING 10

Veronique Lamarque

HOME: Boston, Mass.

JOINED IDG: Nov. 1, 1984 as advertising manager for IDG France's *Le Monde Informatique*

CURRENT TITLE: Director of international accounts, IDG International Marketing Services

PRIMARY RESPONSIBILITIES: Selling to U.S. clients all of IDG's and affiliates' international publications...and a few other things!

MOST CHALLENGING PART OF YOUR JOB? Not laughing when a client asks in which language *CW Australia* is published.

BEST PART OF YOUR JOB? The ongoing communication with our international offices — despite possible hiccups.

CAREER HIGHLIGHT: Being involved with the launch of *Le Monde des Télécoms* (now called *Réseaux & Télécoms*) back in 1986.

FUNNIEST WORK-RELATED MEMORY: When I first started working for IMS in the U.S., my command of computer terminology in English was not quite what it is today, and I used "stupid terminal" in place of the expression "dumb terminal." Both Frank Cutitta and the client got a kick out of it!

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? But of course!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? I've always had the opportunity to move within the company to a new project or job that always offers a variety of professional and personal challenges, i.e., moving to the U.S. from France.

VERONIQUE LAMARQUE RECENTLY JOINED IDG CHAIRMAN ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in honor of her 10th anniversary with the company.*

BEST WAY SOMEONE COULD COMPLIMENT YOUR WORK: Just fax the insertion orders to 508-820-1639, please.

WORDS TO LIVE BY: "I feel wonderful today...this morning I woke up."

FANTASY JOB: Bear Hunter in the Pyrenees.

MANAGER'S PROFILE: "Veronique brings an invaluable passion, perspective and credibility to IMS. She's much more than just a top notch media representative, she's a critical international resource within IMS and IDG. Our heartfelt thanks to U.S. Immigration and Naturalization for permanently extending her visit!"

-Frank Cutitta, president, IMS

IDG WORLD UPDATE

PUBLISHER
David F. Hill
617-423-9030
E-mail: D. Hill

EDITORS
Patricia Smith
617-423-0527
E-mail: P.Smith

Penny Winn
617-423-0406
E-mail: P.Winn

ASSISTANT EDITOR
Stephanie Noyes
617-423-0241
E-mail: S.Noyes

BUSINESS MANAGER
Lisa Ryan
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 24, Number 51

December 19, 1994

CIO
CIO
30 YEARS

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

A Look Back at IDG's Best Year Ever

JANUARY

Network World launches *Collaboration*, a quarterly supplement that explores the technology and business forces driving the shift to team-based work environments.

* * *

PC World Online takes wraps off Exec/Direct, a high-tech shopping mall for vendors and buyers of PC-related products available on CompuServe.

* * *

Los Angeles-based IDG staff members rocked by earthquake registering 6.6 on the Richter scale.

* * *

Macworld
Mac Television

Macworld magazine turns 10.

IDG WORLD EXPO CEO KEN KAPLAN, COMNET CHAIR DENNIS *Kirshy, World Expo Executive Vice President* ***David Brandin****, Show Manager* ***Robin Andreola*** *and World Expo Senior Vice President* ***Bill Leitch*** *cut the ribbon at ComNet/Washington '94. The 16th annual event attracted a record crowd of more than 37,000.*

IDG World Expo stages second Object World/ Boston, drawing 35% more attendees and twice the number of vendors than did the previous year's show.

* * *

PC World and *Newsweek* announce plans to jointly publish four special reports focusing on the SOHO market to appear in both publications in April, June, September and December.

* * *

IDG signs license with Pakistani publisher for local edition of *PC World*.

Marketing Services Division hosts annual Global Summit, bringing together representatives from IDG's U.S. business units and top-level executives from the company's key customers for three days of presentations and panel discussions focusing on high-tech marketing.

* * *

IDC Government conference on reinventing government attracts a record turnout.

• CONTINUED PAGE 2 •

10+ YEARS

Walter Boyd, 26 years • Bill Murphy, 24 years • Joe Levy, 22 years • Joanne Oteri Capolino, 19 years • Dieter Eckbauer, 19 years • Maureen Burke, 17 years • Birgitta Wistmar, 17 years • Jeff DeTray, 16 years • Josef Lohner, 15 years • Donna Pomponi, 14 years • Averie Rosemark, 14 years • Klemens Paunert, 14 years • Bill Cadigan, 13 years • Joanne Boiardi, 13 years • Kazuhiro Hara, 12 years • Renée Pierce, 12 years • Bernhard Weeser-Krell, 12 years • Loretta Giglione, 11 years • Michelle Reyes, 11 years • Joan Daly, 11 years • Bengt Marnfeldt, 11 years • Helen Marnfeldt, 11 years • Beverly Wolff, 11 years • Dee Clark, 11 years • Paul Fitzpatrick, 10 years Pauline Smith, 10 years • Maria Grazia Rovati, 10 years Maristela Oliveira, 10 years • Nieves Chesa, 10 years Barbara Sands, 10 years • Lee Doyle, 10 years • Paula Foss, 10 years • Marcia Farrington, 10 years • Mark Winther, 10 years • Donna Sparrow, 10 years • Hermann Weisbrod, 10 years

JANUARY

continued from page 1

Computerworld's historically dominant share of the information systems recruitment advertising market rose to new heights, settling at 93.3% by the end of January.

✣ ✣ ✣

IDG List Services takes on its first non-IDG account; move will help improve cross-sell opportunities for secondary markets for IDG lists.

✣ ✣ ✣

IDG Australia staff escapes worst of the bush fires that destroyed 180 homes and up to 98% of some national park lands in Sydney.

✣ ✣ ✣

Federal Computer Week unveils first redesign in seven years and the first of several collaborative supplements, *Service to the Public: Toward a 24-Hour Government.*

✣ ✣ ✣

ALL EYES ARE ON THE *PowerPC at Macworld Expo in San Francisco.*

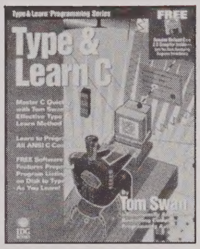
✣ ✣ ✣

A group of IDG's European publishing managers travel to Olivetti headquarters in Italy for what is the first unofficial customer briefing for the Marketing Services Division in Europe. The goal is to raise awareness of IDG's products and services for top-level clients and provide marketing strategies to help them succeed.

FEBRUARY

Desktop Video World increases paid circulation by 25% for a total of 50,000 subscribers, following the announcement that *DVW* will double its frequency and appear monthly.

✣ ✣ ✣



IDG Books' Programmers Press launches first two titles: *Type and Learn C* and *The 1994 Internet White Pages.*

✣ ✣ ✣

IDG closes books on best quarter in company's 30-year history, with profits 60% ahead of plan and triple the prior year's level.

✣ ✣ ✣

IDG Italy adds sixth publication to its lineup with the launch of *PC Shopping Italy.*

★ UNIFYING THE WORLD THROUGH ★
INFORMATION TECHNOLOGY
30
YEARS
★ UNIFYING THE WORLD THROUGH ★
INFORMATION TECHNOLOGY

IDC marks 30th birthday with a gala celebration at Boston's Museum of Fine Arts. More than 350 employees and invited guests attended, including six of IDC's past seven presidents.

✣ ✣ ✣

European managers convene in Oslo, Norway for annual winter meeting.

Macworld launches *PowerPC World* as a regular supplement.

> *"IDG's mission is to provide information services to its customers in whatever form best delivers that information to the user."*
>
> **- IDG Chairman**
>
> **Patrick J. McGovern**

COMPUTERWORLD HONG KONG'S

COMPUTERWORLD HONG KONG STAFF CELEBRATED THE *publication's 10th anniversary in February.*

10+ YEARS

Pat McGovern, 30 years • Marion Kibbee, 19 years • Richard Priante, 19 years • Rainer Oberländer, 18 years Diane Martin, 17 years • Piergiorgio Saluti, 15 years Kim Pennett, 14 years • Steven Sieck, 14 years • Delia Quartey, 14 years • Darlene Sweeney, 14 years • Nicole Adda, 13 years • Christiane Alamarguy, 13 years • Jenny de Montaigne, 13 years • Jacques Tillier, 13 years Patricia Poupaert, 13 years • Magdalena Axelsen, 12 years • Francisco Zabala, 12 years • Maryann McAuley, 12 years • Edelgard Hartwig, 12 years • Carl Marchi, 11 years • Eric Bender, 11 years • Andreas Förth, 11 years Gail Johnston, 10 years • Mary Rinaldo, 10 years • Wes Nihei, 10 years • Sieglinde Pöshel, 10 years

Apple's PowerPC makes its Japanese debut at MACWORLD Expo/Tokyo, which attracted a record 112,697 attendees and maintained its status as the largest MACWORLD Expo in the world.

✣ ✣ ✣

IDG's Corporate Star Award renamed in honor of Corporate Credit Manager **Jay Boviard** who succumbed to a brain tumor he had battled for almost a year.

10+ YEARS

Tom Monahan, 16 years • Walter Schönberger, 15 years John Dix, 14 years • Ed Scannell, 14 years • Shirley Ingram, 13 years • Fred LoSapio, 12 years • Ricardo Goncalves, 12 years • David Vellante, 12 years Fernando Moran, 12 years • Joan Pinsky, 12 years • Pamela Valentinas, 12 years • Juan Manuel Sáez, 11 years Cynthia Sparrow, 11 years • Lucy Sheehan, 11 years Christina Spence, 10 years • Dorthe Christensen, 10 years • Leif Rasmussen, 10 years • Leslie Barton, 10 years • Susanne Schulze, 10 years • Wolf-Dieter Lorenz, 10 years

MARCH

IDC kicks off 29th annual briefing sessions at Boston's Hynes Convention Center where more than 700 IT executives flocked to hear 29 analysts discuss the issues and trends affecting emerging information technologies.

* * *

IDG WORLD UPDATE

FOUR OF IDG'S 11 LATIN *American managers meet during the annual gathering in Florida.*

* * *

First Latin American Computerworld Product Line Meeting, produced by the CW Global Product Support Center in Norway, plays to enthusiastic reviews.

* * *

IDG's Colombian licensee, Inviarco Ltd., celebrates the 100th issue of *Computerworld Colombia*, the launch of *PC World Colombia* and the official opening of an IDC office.

* * *

IDG licenses *PC World* content to *InfoKomputer* in Indonesia.

* * *

Twenty employees from California and Asia/Pacific attend this month's Management Publishing Institute in Half Moon Bay, Calif.

IDG Senior Executive Forum focuses on developing strategic, organizational and leadership resources for competitive success.

* * *

Seventh annual Publishing Institute sets record with 24 IDG executives serving as faculty during the week-long program.

* * *

Federal Computer Week hosts fifth annual Federal 100, a black-tie dinner and awards ceremony designed to honor individuals in the federal government, industry and academia for their ability to manage or influence government systems.

* * *

PC WORLD EXPO
ARRANGERAD AV IDG\EXPO OCH STOCKHOLMSMÄSSAN

IDG Sweden's PC World EXPO attracts 32,000 attendees. Now in its third year, the show has firmly established itself as Sweden's must-attend, must-exhibit computer show.

* * *

IDC's managers from Brazil, Mexico, Venezuela, Argentina, Chile and Colombia strategize at two-day research meeting in Boston.

> *"Among the most important impressions I took away from the [Publishing Institute] was the incredibly high caliber of people we have working in the company. It was a very bright, engaging, thought-provoking group, and the week was incredibly stimulating."*
>
> **- Mike Rogers, VP, national accounts, MSD**

APRIL

Asia Computerworld Communications in Hong Kong, responsible for operations in Hong Kong, Singapore and Malaysia, splits into two separate business units — IDG Communications Hong Kong and IDG Communications Singapore, which will also keep an office in Malaysia.

* * *

AS/400 newsletter

Nuevas capacidades en comunicaciones y portabilidad del código Unix en AS/400

IDG Argentina sells IBM on the *AS/400* newsletter with redesign amidst budget cuts at Big Blue.

* * *

IDG's U.S. circulation directors share expertise at group's annual functional meeting, this year held in Carmel, Calif.

* * *

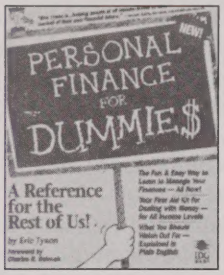
IDG publications garner 12 nominations in nine different categories at this year's Computer Press Awards, where *Computerworld* walked away with the award for "Best Computer Newspaper, Circulation More than 100,000" for an unprecedented second year in a row.

* * *

Macworld, *PC World*, *Publish* and *Playright*, a newsletter for parents from Infotainment World, honored at annual Maggie Awards.

More than 50 employees attend this year's Marketing and Research Function Meeting in Sonoma, Calif.

✤ ✤ ✤



IDG Books launches *Personal Finance for Dummies*™ amidst much fanfare including a glowing review in *Newsweek.*

✤ ✤ ✤

IDG's Egypt-based publications, *PC World Middle East* and *Computerworld Middle East,* receive excellence in publishing awards from the Egyptian chapter of the Society for Information Management. **Dr. Mohamed Wafai**, publisher and president of IDG's licensee, accepted the award.

10+ YEARS

Ursula Sauter, 16 years • Helga de Gregori, 13 years Heather Guinard, 12 years • Mary DeCristoforo, 11 years Penny Rigby, 11 years • Thomas Bergerskogen, 10 years Valerie Sanclemente, 10 years • Karen Wallace, 10 years David Sanders, 10 years • Carlos Alberto Pereira, 10 years • Yanick Robain, 10 years • Elisabeth Franconeri, 10 years • Richard Fachtan, 10 years • Edward Acly, 10 years • Robert Callery, 10 years • Bob Wallace, 10 years Lory Dix, 10 years • Penny Winn, 10 years • Lisa McGrath, 10 years

J. GANTZ
G. FERRARI

COMPUTERWORLD U.S. EDITOR BILL LABERIS, IDC SENIOR VICE *President* ***John Gantz*** *and PCW and Macworld Italia Editor-in-Chief* ***Guilio Ferrari*** *prepare for a presentaion at IDG Italy's second annual Windows World/Milan. Attendance increased 108% over last year.*

> *"Meeting the IDG folks from other parts of the world left me with at least one lasting impression: I sure am glad these guys are on our side. I'd hate to have to compete against them."*
>
> **— Don Tennant, editor-in-chief, CW Hong Kong, following the CW Product Line Meeting**

IDG WORLD UPDATE

CATHY O'LEARY HAYES *and* ***Walter Manninen*** *show off their attire at CIO's "expansion party." CIO's phenomenal growth in pages, readership, revenues and staff have required the group to increase its office space by 109% in less than five years.*

✤ ✤ ✤

Computerworld acquires Response Technologies Inc., a lead inquiry management company.

✤ ✤ ✤

Second Computerworld Product Line Meeting attracts 35 attendees representing 10 countries and a dozen publications to Hong Kong.

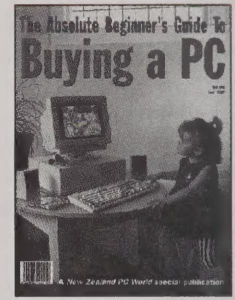
✤ ✤ ✤

Microsoft Chairman Bill Gates and technical wizard Gordon Bell engage in bidding war to become *CW* publisher-for-a-week at Computer Bowl charity auction. Bell ultimately emerged victorious with a bid of $28,000, which Gates later matched.

✤ ✤ ✤

Stan Vanocur named publisher of *Advanced Systems.*

MAY


The Absolute Beginner's Guide To
Buying a PC
A New Zealand PC World special publication

IDG New Zealand's *The Absolute Beginner's Guide to Buying a PC* flies off newsstand shelves, achieving the highest paid sales of any computer magazine in the country.

✤ ✤ ✤

As economic conditions across Europe improve more rapidly than anticipated, IDG European managers convene in Warsaw to plan future strategy.

✤ ✤ ✤

IDG WORLD UPDATE

IDG WORLD EXPO OPENS *West Coast office in San Mateo, Calif. Staff members are* ***Angela Buroni*** *(seated),* ***Rick Froton*** *and* ***Rhonda Veloni****. (Absent from photo:* ***Dee Schwartz****)*

✤ ✤ ✤

IDG licensee Laurentian Technomdia launches *InfoCanada Reseller World,* becoming IDG's second publication devoted exclusively to the dealer market.

MACWORLD Expo/Milan draws 60 exhibitors and 9,000 visitors.

* * *

LINK launches first Worldwide Personal Productivity Partners Multiclient Study forecasting growth and success for 'smart' handheld mobile computing devices.

* * *

COMNET

Under the direction of IDG World Expo/Germany, ComNet Prague draws 9,000 attendees and 100 international vendors; show is positioned to help Eastern Europeans overcome IT infrastructure difficulties.

* * *

IDG's first European Publishing Institute in Vienna attracts 21 participants representing 13 countries.

* * *

IDG's publishing licensee in South Africa introduces *Software World*, the country's first publication dedicated to software products and services.

10+ YEARS

Ann Clark, 18 years • Christian Mahler, 14 years • Karen Weston, 14 years Sinval Silva, 14 years • Robert Wescott, 14 years • Harriet Brody, 14 years • Bev Raus, 13 years • Colleen Garland, 13 years • Mary Dolaher, 12 years • Arline Clements, 12 years Wendie Marro, 11 years Eirik Gulbrandsen, 10 years • Lars Egil Sætrang, 10 years • Anne Marechal, 10 years Stefan Lisa, 10 years Doug Barney, 10 years

IDG WORLD UPDATE

(L-R) MEETING ORGANIZER AND INFOWORLD VICE PRESIDENT ***Amanda Hixson****, PC World Licensing Director* ***Jim Moody*** *and IW Director of Editorial Events* ***Lia Lorenzano*** *take a break during IDG's first online functional meeting. Sixty employees representing 18 business units participated.*

* * *

Emerging Technology Applications and the Marketing Services Division team up to produce a CD-ROM with tips on marketing client/server products and client/server articles from six IDG publications.

* * *

IDG signs first license in Ukraine to turn *Computers + Software Magazine* into *Computerworld Kiev*.

* * *

IDG signs license with publishing arm of largest private company in Greece for *Macworld/Publish*.

* * *

Network World's May 2 issue is largest to date: 154-page folio (206 total pages for the Interop issue) and 102 pages of advertising.

* * *

IDG licenses *GamePro* and *Electronic Entertainment* to Mediengeratung und Verlag Limbach, a German firm based in Hamburg.

IS managers share strategies on Lotus Notes and online projects at annual function meeting in Napa, Calif.

> *"The paradigm shift that is occurring [in online services] will provide tremendous opportunities for those [business units] that own content and have recognizable brands."*
>
> **- IDG Chief Operating Officer Jim Casella**

Canadian publishing partner Laurentian Technomedia introduces *Client/Server World* as a twice yearly polybag addition for subscribers of Laurentian's other IT publications.

JUNE

Desktop Video World changes its name to *Digital Video* to reflect reader interest in the latest digital technologies.

* * *

Multimedia World arranges for 36 companies to be part of a Multimedia Pavilion at the Consumer Electronics Show.

* * *

PCtip
Abenteuer PC-Kauf

IDG Switzerland unveils *PCtip*, a bi-monthly supplement produced as a joint venture with the country's leading daily newspaper.

* * *

More than 800 industry leaders, nominees and IT professionals gather in Washington, D.C., for the sixth annual Computerworld Smithsonian Awards.

* * *

Fifty Boston-area IDG employees raise $30,000 in AIDS pledge walk.

* * *

IDG plants publishing flag in 11th Latin American country with license agreement for *PC World Uruguay*.

* * *

Computerworld Global Product Support Center holds the third of three product line meetings in Oslo.

IDG Asian managers meet in New Zealand to compare market climates.

* * *

IDG World Expo/Japan produces the single largest dedicated Windows expo anywhere in the world: Windows World/Tokyo attracts 102,226 attendees and 223 exhbitors.

* * *

Macworld's expertise in the digital advertising arena gains it the cover and a four-page spread in *Folio*.

10 YEARS+

Kathy Dinneen, 21 years • Therese Bergstrom, 18 years Christine Hiehler, 17 years • Debbie Sobin, 16 years Cynthia Delany, 14 years • Marilena Maia, 14 years Robin Silverman, 14 years • Matt Smith, 14 years Marcia Burke, 13 years • William Greenwood, 13 years Patricia Keefe, 13 years • Debbie Waters-Colacchio, 12 years Gail Odeneal, 12 years • Bernie Hockswender, 11 years Derek Hulitzky, 11 years • Cristina Escobar, 10 years Mitch Betts, 10 years • Carol Miller, 10 years David Peterson, 10 years • Richard Buroni, 10 years • Henry Morales, 10 years • Ole Bolvig Hansen, 10 years

IDC Canada celebrates 10th anniversary.

> *"Each year, the [CW Smithsonian] awards serve as a powerful reminder of the tremendous impact technology is having on our society — and how technology will continue to improve the quality of life in the future."*
>
> **- Computerworld President and CEO Gary Beach**

IDG World Expo acquires China Great Wall Electronics Exhibition Corp., the largest computer expo company in China.

IDC U.K. GENERAL MANAGER *Keith Henry* *and Office Manager* ***Shirley Horrocks*** *display IDC U.K.'s certification as a quality-led organization. IDC U.K. became the first IDC office to attain ISO 9001 status.*

Telecom Romania, a bi-monthly tabloid, debuts with a circulation of 20,000.

* * *

Advanced Systems' June issue — 172 pages with the Sun World Expo supplement — is biggest issue to date.

* * *

Supported entirely by recruitment advertising, *Computerworld*'s first special issue on the best work environments for IS professionals is hailed by readers and advertisers alike.

* * *

IDG and IDC Italy manage the country's first telecommunications and networking expo and conference.

South African publishing licensee produces its first IT conference; *IW*'s **Stewart Alsop** and **Alvin Toffler** are featured speakers.

* * *

Israeli licensee People & Computers introduces *Multimedia*, the first publication of its kind in the country.

* * *

With an exhibition floor 20% larger than last year, Sun World Expo '94 draws 9,000 attendees and 199 exhibitors to San Francisco.

* * *

PC Welt becomes Germany's best-selling PC magazine during the April to June quarter.

* * *

U.S. editors discuss maximizing efficiency of editorial meetings and navigating Lotus Notes at annual function meeting.

* * *

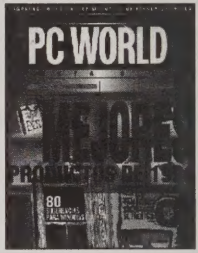
ExecuTrain breaks ground for new headquarters building in Atlanta.

* * *

IDG Image Survey shows that advertisers and ad agencies rank IDG higher than its competitors in most categories.

JULY

IDG breaks into the list of top 10 U.S. publishing companies in terms of share of total ad dollars ($289,745,000). Places first in computer publishing category.



PC World Costa Rica debuts, bringing the worldwide count of *PC World* titles to close to three dozen.

* * *

Page one story in *The New York Times* follows up on *Federal Computer Week*'s exclusive story about computer break-ins via the Internet.

> *"We work very hard, and our reporters are experts in their fields. They deserve the credit."*
>
> **- Joanne Connelly, managing editor of Federal Computer Week, on the FCW exclusive story that was picked up by The New York Times**

IDG Enhances Drug Card Program

Effective Jan. 1, employees will pay only $5, $10 co-pay per prescription

It's Working!

IDG implemented the Hancock Preferred Network in January of this year. The network was put in place to help contain health care costs so IDG could continue to improve health care benefits. Looking back over the last nine months, more than 50% of IDG's medical claims are coming from network providers. This shows IDG employees are committed to being educated consumers when purchasing health care services. As a result, IDG was able to improve the IDG Health Plan.

We Heard You

The IDG Employee Survey is one of the most useful sources in determining how IDG funds its benefits programs. The results of the survey are reviewed each year to determine what employees want most. The 1994 survey overwhelmingly supported the need for an improved prescription plan.

The Plan

The prescription drug card plan will be administered by a company called PCS. This program replaces the existing prescription drug benefit that is currently a part of the IDG Health Plan (John Hancock).

Each IDG Health Plan participant will receive an individualized PCS drug card. This card allows you to go to a PCS network pharmacy (list included on back side of this page) and fill your prescription paying only a co-pay amount. There are no deductibles and only on rare occasions are there claim forms needed. The co-pay for generic drugs is $5 for up to a 30-day supply. For non-generic drugs, the co-pay is $10 for up to a 30-day supply.

The plan includes a mail-in program for maintenance drugs (a list of maintenance drugs will be provided). This program allows you to fill a prescription for a 90-day supply and pay the same co-pay amounts listed above.

Birth Control Added

To round out the prescription drug coverage, IDG enhanced the benefit to include coverage of birth control pills and devices requiring a prescription. Coverage of birth control is not included in many drug card programs.

Next Step

You will be receiving more information regarding the plan and its features as well as your individualized PCS card by January 1.

Please contact your Human Resources Representative with questions.

PCS CHAINS IN THE MANAGED CARE NETWORK

3-D Pharmacy
A & P Pharmacy
A. L. Price
AARP Pharmacy
Abco
Acme Market
Albertsons Pharmacy
Appletree Market
Arbor Drug
Arthur Drug Store
Bartell Drug
Bel-Air Market
Bernie Shulmans
Better Pharmacy
Bi-Lo Pharmacy
Bi-Mart
Big B Discount Drug
Big Bear Pharmacy
Big Bear Plus
Big V Pharmacy
Biggs Pharmacy
Brooks Drug
Brookshire Brothers
Brookshires Pharmacy
Bruno's Food and Drug
Buttrey Food and Drug
Caldor Pharmacy
Carle RX Express
Carr Gottstein Foods
City Drug
City Market
Clark Drug
Clover Pharmacy
Concord Drug
Concord Thrift Mart
Consumers Market
Consumers Pharmacy
Costco
Cub Pharmacy
Custer Pharmacy
CVS
D & W Pharmacy
Dahl's Pharmacy
Dillon Drug Store
Discount Drug Mart
Dominick's Omni
Dominick's Pharmacy
Douglas Drug
Downeast Pharmacy
Drug Emporium
Drug Fair
Drug Mart
Drug Palace
Drug Town
Drug Warehouse
Drug World
Drug-Sav Discount Drug
Drugs for Less
Duane Reade
Duluth Clinic Pharmacy
Eagle Pharmacy
Eaton Apothecary
Eckerd Drug
Edgehill Drug
Edwards Pharmacy
Expo Pharmacy
F & M Pharmacy
Fagen Pharmacy
Family Mart
Farmco Drug Center
Farmer Jack Pharmacy
Fay's Drug Store
Fedco Professional Phcy
Finast Pharmacy
Food Town
Foodmax Pharmacy
Foodworld Pharmacy
Fred Meyer
Fred's Pharmacy
Freddy's
Freedom Drug
Fruth Pharmacy
Fry's Food & Drug
Furr's Pharmacy
Garfield Pharmacy
Genovese Drug Store
Gerbes Pharmacy
Giant Eagle Pharmacy
Giant Pharmacy
Grand Union Company
Greenwood Pharmacy
H.E.B. Pharmacy
Happy Harry's
Harco Super Drug
Harts Pharmacy
Harvest Food Pharmacy
Heartland Pharmacy
Hi-School Pharmacy
Homeland Pharmacy
Hook Drug
Horton & Converse
Hy-Vee Pharmacy
Insta-Care
J. C. Penney Prescriptions
Jote's
K & B Pharmacy
Kare Drug
Kash & Karry
Keltsch Pharmacy
Kerr Drug Store
Keystone
King Kullen
King Soopers
Kinney Drug
Kmart Pharmacy
Knight Drug
Kroger Pharmacy
Kroger Savon
Leroy Pharmacy
Long's Drug Store
M-D Pharmacy
Maple Drug
Marc's
Marco Pharmacy
Marsh Drug Store
Maxi Drugs
May's Drug Store
Med Center Pharmacy
Med-Rx Drug
Med-x Drug
Medi-Save Pharmacy
Medic Discount Drug
Medic Pharmacy
Medicine Chest
Mediserv
Meijer Pharmacy
Mel's Drug
Minyard Pharmacy
Neighborcare Pharmacy
Nelson's Drug Store
Osco Drug
Page Drug
Pathmark
Pavilions Pharmacy
Pay Rite Pharmacy
Payless Drug Store
Peoples
Perry Drug
Petty's Drug
Phar-Mor
Pic n' Save Drug Store
Price Choppers
Price Club Pharmacy
Price Rite Pharmacy
Publix Pharmacy
Purity Pharmacy
Quick Chek Food Store
Raley's Drug Center
Randall's Food Market
Rea & Derick
Red Food Presc. Center
Reliable Drug Stores
Revco Drug Center
Rini's Pharmacy
Rini-Rego Pharmacy
Rite Aid Pharmacy
Rockbottom Pharmacy
Rosauers Supermarket
Rx Place Drug Mart
RXD Pharmacy
Sack 'N Save Pharmacy
Safeway
Sav-Mor Drug
Sav-on
Sav-on Prescriptions
Savco Drug
Save Mart Pharmacy
Schnucks Pharmacy
Schwegmann Pharmacy
Sentry Drug
Shop 'N Save
Shop Rite Pharmacy
Shopko Pharmacy
Smart Pharmacy
Smith's Drug King
Smith's Food & Drug
Smitty's Pharmacy
Snyder Brothers
Snyder's Drug Store
Standard Drug
Stop & Shop Pharmacy
Super 1
Super D Drug
Super Food Barn Disc. Dg
Super Sav-On
Supersaver Pharmacy
Superx Drug Store
Target Pharmacy
Taylor Drug Store
Texas Drug Warehouse
The Copps Pharmacy
The Medicine Shoppe
The Pharm
The Rx Place
Thrift Drug Store
Thrift-D Discount Phcy
Thriftway Drugs
Thrifty Drug Store
Thrifty White Drug
Tianguis Pharmacy
Times Pharmacy
Tom-Thumb
Tops Pharmacy
Treasury Drug Store
Twin Valu Pharmacy
Valu-Rite Pharmacies
Vista Pharmacy
Vix Pharmacy
Vons Food & Drug
Wal-Mart Pharmacy
Waldbaum's Pharmacy
Walgreens
Warehouse Drug
Wegmans Pharmacy
Weis Market
White Drug
White Shield
Winn-Dixie Pharmacy
Woolworth Pharmacy
Wrigley Drug
Xpect Discount Drug
Youngfellow Drug

The above list does not include more than 25,000 independent pharmacies. A complete listing of PCS network pharmacies will be sent to each office location.

IDG Job Opportunities Update
Monday December 19, 1994

TRAINING COORDINATOR (IDG)

This position is responsible for coordinating training programs offered on the East Coast Collaborative Training Calendar. Activities include training needs analysis, instructor/vendor relations, scheduling and marketing programs, coordinating program logistics and program evaluation. Excellent customer service, communication and organization skills required. Prior Human Resources or training administration experience preferred.

NORTH CENTRAL REGIONAL MANAGER (CIO)

The individual in this position will be responsible for selling advertising space for CIO Magazine and Executive Programs to client/prospects in IL, IN, WI, MI and OH. A minimum of five years ad sales experience in the high-tech industry required. College degree preferred.

RESEARCH / EDITORIAL SUPPORT (CWI)

The Special Projects team needs a full-time, temporary researcher/editorial support person (or intern) to work on various research projects. Responsibilities include collecting qualitative and quantitative information on global companies. This position may provide an opportunity for additional reporting and writing. Excellent interactive skills and attention to detail are required.

SENIOR EDITOR, CLIENT/SERVER JOURNAL (CWI)

The selected individual should be an exceptionally creative team player who thinks and writes graphically and enjoys a small entrepreneurial environment. This position includes all aspects of the magazine from brainstorming story ideas to writing at least two pieces per issue and content editing. A minimum of five years writing and editing experience required. Knowledge of client/server technology and IS management issues essential.

P/T ELECTRONIC MEDIA ASSISTANT (CWI)

Computerworld's editorial department is looking for an individual to prepare text documents for transmission on various electronic media. Responsibilities include retrieving text files for an internal bulletin board, adding information and re-posting to the bulletin board. Candidate should have excellent typing skills and be familiar with PC DOS and PC word processing. Hours are Thursday, 4 PM to midnight and Friday, 2 PM to midnight. Some Saturdays may be required.

ASSISTANT EDITOR - 3 positions (IW)

The successful candidate will assist the associate and senior editors in fact checking, research, data formatting, basic editing and other daily editorial tasks. 1-2 years experience writing for a publication or a computer related business or a degree in English or Journalism necessary.

P/T MERCHANDISERS (IDG/B)

This position requires highly motivated individuals to work approximately 15-20 hours per week, assisting the account managers with account calls, customer service, stocking store displays and special promotions as needed. Professional appearance, high energy and sharp communication skills needed. Reliable transportation needed for local travel.

IDG Job Opportunities Update
Monday December 19, 1994

DIRECT SALES REPRESENTATIVE (IDG/B)

The ideal candidate will call prospects, service customers and provide sales support. Individual should have successful experience in business to business phone sales, including outbound cold calls. Must be disciplined with respect to time, activity, and information management.

FOREIGN AND SUBSIDIARY RIGHTS DEPARTMENT ASSISTANT (IDG/B)

The individual in this position will provide sales and administrative support to the department. Individual must have strong computer skills and experience with Word/Mac and FilemakerPro Some knowledge of Excel is necessary. Knowledge of computer books, foreign language (preferably Spanish), and publishing experience preferred.

ASSOCIATE PUBLISHER (PCW- MULTIMEDIA WORLD)

The Associate Publisher will be responsible for setting an aggressive plan to meet or surpass all company goals for advertising pages, revenue and market share. Duties will include hiring and training qualified sales and sales support personnel, providing leadership, establishing sales force performance goals and developing sales commission/incentive programs. Individual will oversee and supervise the marketing efforts in the implementation of marketing communications, collateral materials and merchandising programs. Prior sales experience on a computer publication required. Working knowledge of the multimedia market preferred.

P/T ADMINISTRATIVE ASSISTANT (PCW- MULTIMEDIA WORLD)

The individual in this position will assist the Midwest Advertising Manager with correspondence, filing, preparing media kits, customer service and other duties as assigned. Strong word-processing, database and spreadsheet skills on the PC required. Excellent telephone skills are essential This position is for three days a week (less than 30 hours).

DIRECTOR OF NATIONAL ACCOUNTS (MAC)

The candidate for this position will pursue all advertising and other revenue generating opportunities with national and strategic accounts by means of creative selling and marketing at all levels of the account. A minimum of 5 years experience working in or with high-tech companies required. A thorough understanding of the Mac market plus previous advertising space sales experience is necessary. This position covers the Southern California territory.

ASSOCIATE PUBLISHER (MAC)

The ideal candidate will be responsible for maximizing advertising pages revenue and marketshare for Macworld Magazine by participating in the development of and directing the implementation of sales promotion strategies and programs. Individual will manage the expense and revenues of all territories, manage, train and develop a highly professional sales force and professionally represent Macworld in the industry. A minimum of 10 years of high tech advertising sales experience required. This position will have increasing management and financial responsibilities.

IDG Job Opportunities Update

December 19, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	Training Coordinator	Framingham, MA	S. Brown	(508)935-4099
IDG	Senior Accountant	Framingham, MA	S. Reinfeld	(508)935-4423
IDG	HRIS Systems Specialist	Framingham, MA	S. Brown	(508)935-4099
IDG	Senior Tax Accountant	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/MSD	IDG Trade Show Manager	San Francisco, CA	S. Brown	(508)935-4099
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Director, Corporate Communications	Framingham, MA	S. Brown	(508)935-4099
WEC	Sales Supervisor	Framingham, MA	S. Brown	(508)935-4099
WEC	Assistant Show Manager	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Conference Telesales Manager	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	E. Ouellette	(508)935-4605
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
CIO	Intern	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Features Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	VP Sales / Ad Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Sr.Rsch. Analyst, Leasing Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst, PC Hardware	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Commerical Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	Copy Center Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate HR Representative	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Dist. Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Sales Assistant	New York, NY	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Research / Editorial Support	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Electronic Media Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Telemarketing Sales Mgr. / Marketplace	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Irvine, CA	L. Lehane	(415)347-0555
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Assistant Editor (3)	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Rep., Demo Edition	Irvine, CA	L. Schmid	(415)312-0669
IW	Senior Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	P/T Department Assistant, Circ.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor / Sr. Editor, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Events Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (3)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Associate Editor, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222

IDG Job Opportunities Update

December 19, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	San Diego, CA	P. Levenduski	(415)655-3015
IDG/B	EVP Sales & Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Account Manager (2)	Foster City, CA or Chicago, IL.	P. Levenduski	(415)655-3015
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Contract Administrator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Publisher / MacBooks Press	Foster City, CA	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor (3)	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Producer, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	San Francisco, CA	V. Bonney	(708)827-4439
PCW/MMW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/Edit.	Senior Associate Editor	Boston, MA	L. Connolly	(508)935-4791
PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW/NC	Editor (2)	Boston, MA	J. Welp	(617)422-8038
PCW/NC	Production Assistant	Boston, MA	J. Welp	(617)422-8038
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Director of National Accounts	Irvine, CA	S. Ginenthal	(415)978-3203
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Account Executive	San Francisco, CA	S. Young-Saluti	(415)975-2624
MAC	Director of National Accounts	Natick, MA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Circulation Assistant	San Francisco, CA	K. Gee	(415)978-3146
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
IFTW	Assistant Production Manager	San Mateo, CA	R. Resnick	(415)286-2575
IFTW	Sales Associate / Game Pro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

West Coast employees net $11,838 during AIDS Walk in Golden Gate Park.

* * *

China Computerworld, Inc. changes *Electronics International* to *Computer & Communication.*

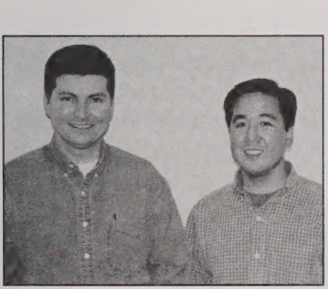
10+ YEARS

Bill Leitch, 26 years
Renee Visconti, 15 years
Iris Killinger, 15 years
Jeff Pennett, 13 years
Scott Mace, 13 years
Andy Bose, 11 years
Patricia Navone, 10 years
Barbara Ringer, 10 years
Sherry Driscoll, 10 years

KompuTek
WORLD
COMPUTER
INDONESIA
BENCHMARK BISAKAH DIPERCAYA?
110
Rp 1.500
Panasonic

New Indonesian licensee announces the inclusion of *Computerworld* materials into the well-established *KompuTek* magazine.

* * *



IDG RESEARCH SERVICES *opens up West Coast branch with Vice President/Director of Research* ***Gary Rocchio*** *(left). Research Analyst* ***James Imahiro*** *joins him in the fall.*

AUGUST

Macworld
T-shirts
Special Expo
1/2 Price Offer
50%

IDG WORLD UPDATE

MACWORLD CIRCULATION *Promotion Manager* ***Kelvin Gee*** *and Assistant Marketing Manager* ***Rhona Hamilton*** *were among the employees at the publication's booth during MACWORLD Expo/Boston. Apple's System 7.5 operating system was one of many lures for the 50,000 attendees.*

* * *

Multimedia World launches its online service with America Online; breaks even on effort after just one month.

* * *

Network World holds annual sales meeting; District Manager **Lisa Hall** named salesperson of the year.

* * *

IDG signs with Chongqing Science and Technology Association in China to publish *Popular Computer Week*, China's largest popular computing weekly.

* * *

IDC Framingham holds first customer service training day for all finance, publications and copy, HR, IS, telecommunications, mailroom and library department employees.

IDG BOOKS WORLDWIDE LAUNCHED AN INNOVATIVE *merchandizing program to provide superior customer service to its retail accounts. Merchandizing team members include (back row, L-R:)* ***Janet de Leon, Aaron Anderson, Leslie Johnson*** *(Front row, L-R:)* ***Cecilia Hernandez, Kathie McLaughlin, Joy Hibser****.*

IDG Spain wins three awards from IT program broadcast on one of Spain's largest radio stations. IDG Chairman **Pat McGovern** and *PC World* and *ComputerWorld España* win "Chips of Gold" for championing IT in Spain.

* * *

Twenty-five thousand video gamers compete for a trip to San Francisco in the *GamePro* Blockbuster Video tournament.

* * *

IDG announces collaboration with Chengdu Electronic Research Institute to publish China's largest technical newspaper, *Electronics Week.*

> *"In every year since the beginning, we have had growth in revenues — usually at double the rate of the IT sector."*
>
> **- then IDG President**
>
> **Walter Boyd**

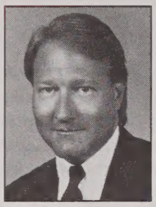
10+ YEARS

Eileen O'Brien, 23 years • Shirley Kohn, 21 years • Karl Heinz Zimmerman, 16 years • Zvonimir Lepusa, 16 years Dagmar Pitschek, 16 years • Ann-Charlotte Berg, 15 years • Renate Kretz, 15 years • Ursula Pusch, 14 years Kim Myhre, 12 years • Bertrand de Cerval, 12 years Frances Benedict, 11 years • Mary Fanning, 11 years Georg Sing, 11 years • Ernest Chamberlain, 11 years Carolyn Novak, 11 years • Richard Kazmirchuk, 10 years Morten Hansen, 10 years • Jay Novak, 10 years • Barbara Lewis, 10 years • Judy Sutter, 10 years • Joe Kerwin, 10 years • Christine Curry, 10 years • Siegfried Reich, 10 years

SEPTEMBER

Multimedia World launches *The Before-You-Buy Guide to Multimedia,* with a print run of 150,000, on sale at newsstands through the holiday shopping season.

* * *



MARTIN

Jim Martin, president and CEO of Macworld Communications and publisher of *Macworld* since 1988, is named president and CEO of InfoWorld Publishing, Inc., and publisher of *InfoWorld*.

* * *

SMART COMPUTING
for kids
SUPER SOFTWARE
COMPUTER DO'S & DON'TS FOR ALL AGES

PC World stakes a claim in the family PC market by collaborating with *Child* magazine to produce the "Smart Computing for Kids" supplement.

* * *

IDG gets Business Wire feed in deal for PR Service.

* * *

PC World launch gives IDG its first presence in Pakistan.

* * *

IDC releases market's most comprehensive Macintosh Data Book.

COMPUTERWORLD ANNOUNCES CORPORATE RESTRUCTURING *to capitalize on future growth. The company's new executive committee and general managers of five new business units — Print, Professional Development, Customer Information, Events and Electronic Media — will guide CW into the next century.*

IDG WORLD UPDATE

IDG China Ltd. signs agreement with Penton Publishing to license editorial from *Electronic Design* for use in *Electronic Product World.*

* * *

European managers convene in Sweden for two days of board meetings and group sessions.

* * *

Publish sponsors 1994 Impact Awards and a digital art display at the Opts Gallery in conjunction with the Seybold Publishing Conference in San Francisco.

* * *

PC World Singapore and *PC World Malaysia* relaunched by IDG licensee Communication Resources PTE Ltd.

* * *

Object World Germany boasts twice as many attendees and exhibitors as the '93 event.

IMS/EUROPE IS CREATED TO DEVELOP STRONG PARTNERSHIPS *with top European clients and assist them in accessing IDG's global publishing, research and exposition resources. Above, some of the staff join then-IDG Vice President* ***Kelly Conlin*** *(second from left) at the group's first official meeting in London.*

IDG Hungary focuses on PC games for youth with the premiere of *PC-X.*

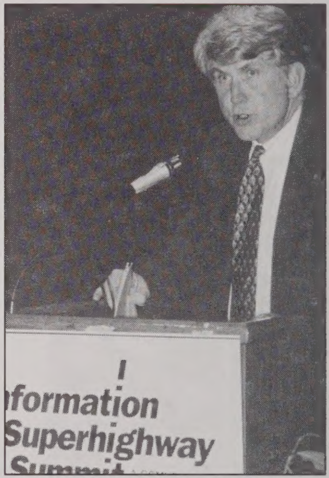
* * *

IDC analysts address IDG colleagues on U.S. market trends and vendor strategies at the Technology Trends Briefing Sessions.

* * *

Computer!Totaal makes headway against VNU's Dutch competitor with increases in market share and advertising.

* * *



IDG WORLD EXPO TEAMS UP *with McQuillan Consulting to produce The Information Superhighway Summit in San Jose, Calif. Above, InfoWorld Executive Correspondent* ***Bob Metcalfe*** *presents the results of the IWAY poll, conducted by IDC.*

* * *

PC World Brasil journalists **Jacílio Saraiva Jr.** and **Simone Freire** recognized for excellence in IT reporting at Comdex, São Paulo.

* * *

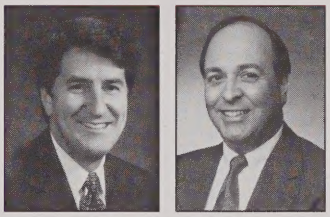
Computing S.A., IDG's South African licensee, sponsors the Computer Faire in Cape Town, attracting close to 17,000 attendees. IPS President **David Hill** delivered the keynote.

10+ YEARS

Nora Hörmann, 20 years Ingrid Schmid, 18 years Helga Biesel, 16 years Steve Woit, 14 years Maria del Carmen Doehler, 14 years • Jane Creighton, 14 years Karin Giffhorn, 13 years Kevin McPherson, 13 years • Larry Bishop, 12 years • Paul Gillin, 12 years • Carrie Thomas, 11 years • Karl Koessel, 11 years • Suresh Rajon, 11 years • John Gallant, 11 years • Claud Bril, 11 years • Anton Paunert, 10 years • Ingrid Holzbauer, 10 years Juan Marquez • Frank Wielki, 10 years • Leslie Barton, 10 years • Frank Cutitta, 10 years

> *"The dazzling success of Computerworld demonstrates that we are very good at print media. Now we will offer a broader portfolio of products and services to help our key customers...be more successful at their jobs."*
>
> ***- Gary J. Beach, President and CEO on the reorganization of Computerworld, Inc.***

OCTOBER



KELLY CONLIN (l) AND *Jim Casella* *are named as IDG president and COO, respectively. They replace* ***Walter Boyd****, who retired this year after 26 years of service.*

* * *

PC World Communications, Inc. positions itself as a publishing powerhouse as it subdivides into the PCW Publishing, New Media and Newsletters divisions.

* * *

IDG World Expo joins forces with the Brno Expo Authority to produce Invex '94 in the Czech Republic, attracting 123,000 attendees and 693 exhibitors.

* * *

IDG WORLD UPDATE

IDG'S SECOND ONLINE *Function Meeting is held in Boston Oct. 30-Nov. 1 to explore IDG's various ventures in cyberspace. Above, Network World Editor-in-Chief* ***John Gallant*** *briefs the crowd on his company's online efforts.*

* * *

IDG World Expo announces Mitch Hall Associates will assume management of the SunWorld Expo and conference program.

40 IDG EMPLOYEES GAIN INSIGHT INTO THE PUBLISHING *process at one of two Management Publishing Institute programs held on the East and West coasts. Above, East Coast attendees assemble for a class picture.*

Top IT executives converge at IDC's 1994 European IT Forum in Rome to discuss the path of the Information Superhighway.

* * *

IDG List Services logs a year for the record books in FY94 with revenues 13% above plan and a number of successful promotions.

* * *

Premiere issue of the quarterly *CIO Wrapsheet* gives marketers effective tools to engage information executives.

* * *

CW Southeast Asia renamed *CW Singapore* to circulate exclusively in Singapore.

* * *

IDG World Expo supports move by Mitch Hall Associates to ban sexually explicit materials at expos.

* * *

Management visionary Peter F. Drucker presents "The Future of the Corporation" to over 500 chief information officers at CIO's sell-out IT Economics conference in Tucson, Ariz.

Macworld's first attempt to gather demographic data nets over 150,000 responses in a month with the "Win a Free Mac" sweepstakes.

* * *

IDG BULGARIAN PUBLISHING *partner Technika Communications maintains a high profile at Bulgaria's largest trade show, the Plovdiv Technical Fair, with two booths, special issues of CW, MW, NW and PCW Bulgaria and a seminar on Eastern European distribution channels. Above, General Manager* ***Tatiana Hinova*** *(l) and Sales Manager* ***Mila Pancheva*** *staff one of the booths.*

* * *

IDG Japan releases the second edition of its *Open World* "mook" — an innovative publication combining attributes of a magazine and a book.

APPLE TALK

It's Apple Expo time again. Exclusive pictures, p3

Inside Stories

Welcome to Appletalk

Apple, IBM and Motorola race toward PowerPC pact

Mac OS

Performa rules as Apple kills LC brand-name

Congratulations from Apple's newest distributor to Apple's newest channel magazine

IDG U.K. LAUNCHES *Appletalk, the region's first publication to target the Apple dealer channel.*

✣ ✣ ✣

IDC unveils comprehensive study of Middle East IT markets at region's largest show and exposition, GITEX, held in Dubai.

✣ ✣ ✣

Ten U.S. and 21 non-U.S. IDG business units equal or exceed plan for FY94.

✣ ✣ ✣

Ziff-Davis' publications and research operations sold to Forstmann Little & Co., a private investment firm based in New York City. ZD Expos scooped up by Japan's largest IT publisher and software distributor, Softech Corp.

✣ ✣ ✣

IDC's Communications Industry Research Group begins CIS program on Internet Communications.

✣ ✣ ✣

The Tokyo-based Power On Corp. negotiates license with IDG to incorporate *InfoWorld*'s logo and editorial into existing publication, *Pasocom Shopper*.

✣ ✣ ✣

Japan's Sunny Publishing Co. signs agreement to publish *Amiga World* with an initial circulation of 15,000.

✣ ✣ ✣

IDG Books Worldwide rolls out the IntroGraphics™ series in partnership with maranGraphics.

✣ ✣ ✣

PC Live! released by *ComputerScope* publishers to target Ireland's SOHO market.

✣ ✣ ✣

IDG strengthens its presence in the U.K. with the acquisition of 11 titles from Europress Publications in Macclesfield, England.

✣ ✣ ✣

PCW Newsletters launches the *Do It with...* and *The...Developers' Exchange* series to assist users in maximizing software productivity.

✣ ✣ ✣

PC & Mac World emerges as Hungary's largest information technology publication and IDG Hungary rolls out *ABCD CD-ROM* disc.

> *"This announcement, coming at the conclusion of IDG's best financial year in its 30-year history, marks the beginning of the next era of leadership for IDG, and one that will advance IDG's position as the world's leader in providing information services on IT."*
>
> ***-IDG Chairman Pat McGovern speaking on the appointments of Kelly Conlin and Jim Casella as president and COO, respectively.***

10+ YEARS

Ney Kruel, 17 years Eduardo Ostan, 16 years Renee Visconti, 15 years Nancy Mallette, 15 years Lloyd Cohen, 15 years David Moschella, 15 years • Len Rust, 15 years • Cirilo Lopez, 14 years • Nilcimar Oliveria, 14 years • David Brown, 13 years • Ellen Markoff, 13 years • Lucienne Bosser, 13 years • Miguel A. Hermosell, 12 years Preben Engell, 12 years Mary Hatwell, 12 years Elizabeth Abbott, 12 years • Mary Doyle, 11 years • Karin Wirth-Wernitz, 11 years Valerie Shanks, 11 years • Melvyn Bennett, 10 years Madeleine Spencer, 10 years • Nadine Cogibus, 10 years • Don Bellomy, 10 years • Michael McCarthy, 10 years • Jim Martin, 10 years • Sebastiao Meneses, 10 years Jose Villacorta, 10 years Kalman von Vajna Nagy, 10 years • Kirsten Rådberg, 10 years • Veronique Lamarque, 10 years • Sharon Bryant, 10 years

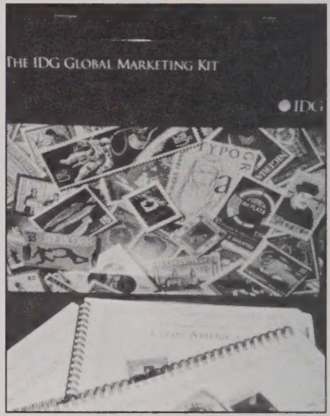
NOVEMBER

Multimedia World's November issue sets records for ad pages and revenues (87 paid pages; $700,000 in revenues).

✣ ✣ ✣

Astor d.o.o. launches *PC World Macedonia*, the market's first computer title to incorporate overseas as well as local editorial.

✣ ✣ ✣



THE IDG GLOBAL MARKETING *Kit is unveiled at Comdex, representing a collaboration among IDG employees in over 40 countries and containing IT data in print, CD-ROM and video formats.*

✣ ✣ ✣

...FOR DUMMIES™ COMPUTER BOOK SERIES FROM IDG

CNBC airs spot on "Money Tonight" program featuring IDG Books' *...For Dummies*™ line.

✣ ✣ ✣

IDG Human Resources personnel share job-hunting skills with Framingham-area youth in the "I'd Rather Be Working" series.

✣ ✣ ✣

Network World upgrades its paper stock to give the publication a fresh look.

IDG
IDG Global NewsWire

IDG WORLD UPDATE

NEW IDG BOOTH DEBUTS AT COMDEX/FALL IN LAS VEGAS WITH *ticker running IDG News Service headlines. IDG News Service churns out 57 stories — nearly twice its output of last year's Comdex — with the help of a Lotus Notes planning database.*

PCW Newsletters releases The Notes Report Online, the first online Notes newsletter delivered via Lotus Notes.

* * *

MSD kicks off a five-city U.S. tour to present results of the 1994 "Buying IT in the '90s" — a research study highlighting the importance of brand loyalty.

* * *

GamePro teams up with Sega and Kmart for the "Sega Sweepstakes Spectacular" in time for the holiday buying bonanza.

* * *

Multimedia World boosts circulation with *CD-ROM World* merger.

* * *

InfoWorld unveils first redesign since 1988 including a new layout and improved graphics and paper.

INFO WORLD
Fastest Pentium still rare
A suite contender

MikroPC's November issue weighs in as largest computer magazine ever published in Finland and sets records for advertising revenues.

* * *

20 Jahre
COMPUTERWOCHE
1974 1994

IDG GERMANY PUBLISHES A *special 1,000th edition of Computerwoche in honor of its 20th birthday.*

* * *

Computerworld President and CEO **Gary Beach** wins the Chairman's Cup; Publisher of *MacWelt* and *PC Welt* **York von Heimburg** named Entrepreneur of the Year.

> *"IDG companies turned in an outstanding performance in the fiscal year ending Sept. 30. Revenues were up 18% over the previous year with operating profits 48% over budget and 116% over the previous year."*
>
> ***-Bill Murphy, IDG executive vice president/finance***

Opening of IDC Israel in Tel Aviv gives IDC a presence in the largest Middle East IT market.

* * *

IDG business unit heads gather at the Worldwide Managers Meeting in Arizona to look back and forge ahead.

10+ YEARS

Ted Bloom, 27 years Claudiney Santos, 18 years • Shirley Horrocks, 17 years • Diane Utano, 16 years Laura Kunzmann, 16 years Sue Perry, 14 years • Karen Weston, 14 years Sylvia Steir, 13 years • Sheryl Merchant, 13 years Mike Masters, 13 years Bill Laberis, 13 years Alice Longley, 12 years Jayne Boyer, 12 years Craig Pierce, 12 years Dennis McLeod, 12 years Pat Murphy, 12 years Niki Stranz, 12 years Birgit Götz, 11 years, James Connolly, 11 years Christopher Glenn, 10 years • Charlie Babcock, 10 years

DECEMBER

First multilingual International Employee Survey draws record return with 63% of non-U.S. employees participating.

* * *

Computerworld U.S. spearheads Global 100 project to identify the world's leading IT users. Magazine supplement will appear simultaneously in numerous *CW* publications worldwide next May.

* * *

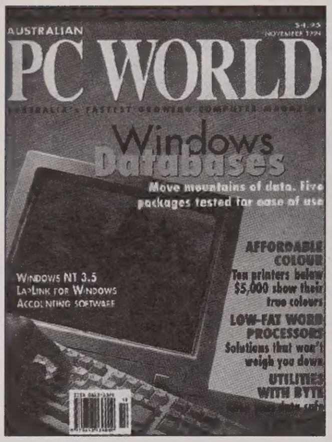
PCW Newsletters partners with Mobile Computing Insights to market *Mobile Letter*.

* * *

ETA ships its latest CD-ROM product, *The Internet for Everybody* with over two hours of "how-to" information for navigating through cyberspace.

* * *

CW Norge close to signing deal with Scandinavian Airlines to become the first IT publication in region to be distributed to on-board passengers.


AUSTRALIAN
PC WORLD
$4.95
NOVEMBER 1994
Windows Databases
Move mountains of data. Five packages tested for ease of use
AFFORDABLE COLOUR
Ten printers below $5,000 show their true colours
LOW-FAT WORD PROCESSORS
Solutions that won't weigh you down
UTILITIES WITH BYTE
Windows NT 3.5
LapLink for Windows
Accounting software

IDG Australia engineers a massive turnaround for *Australian PC World*, positioning it as the country's fastest growing publication and cutting the competition's lead in half over the past nine months.

10+ YEARS

Michael Lowe, 16 years Francois-Xavier Chaussonniere, 14 years • Rick Ciliberto, 12 years Adrian Mello, 12 years • Stephen Josselyn, 12 years Steven Brown, 12 years • Micaela de Almeida, 11 years George Clark, 11 years Peggy Nauts, 11 years Klaus Uhe, 10 years

> *"There are some publications in the Forstmann Little publishing group which we would be interested in acquiring to consolidate with our existing titles when this opportunity becomes available."*
>
> ***- IDG Chairman Pat McGovern on whether he foresaw any possibility of IDG acquiring any of the Ziff titles down the road.***

恭 *Season's Greetings*
賀 *Meilleurs Voeux*
新 *Felices Fiestas*
禧 *Поздравляю*

From the staff of the
IDG World Update.

The next issue of the
IDG World Update will
appear on Jan. 2, 1995.

The staff of IDG World Update would like to extend special thanks to our volunteer photographers who have been on call throughout the year.

Julie Dunn, PC World
Kelly Lynch, IDG HR
Rebecca Patton, IFTW
Rob Rubright, InfoWorld
Linda Schmid, InfoWorld
Mary Beth Welch, CW
Rachel Winett, World Expo

We look forward to working with these individuals again next year and encourage anyone interested in having their photographic efforts showcased in the pages of World Update to contact the editors.

P.S.

We have endeavored to make this issue as representative of the broad scope of IDG/IDC activities as possible, but recognize that we may have omitted some, for which we apologize.

IDG WORLD UPDATE

PUBLISHER	**EDITORS**		**ASSISTANT EDITOR**	**BUSINESS MANAGER**
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).